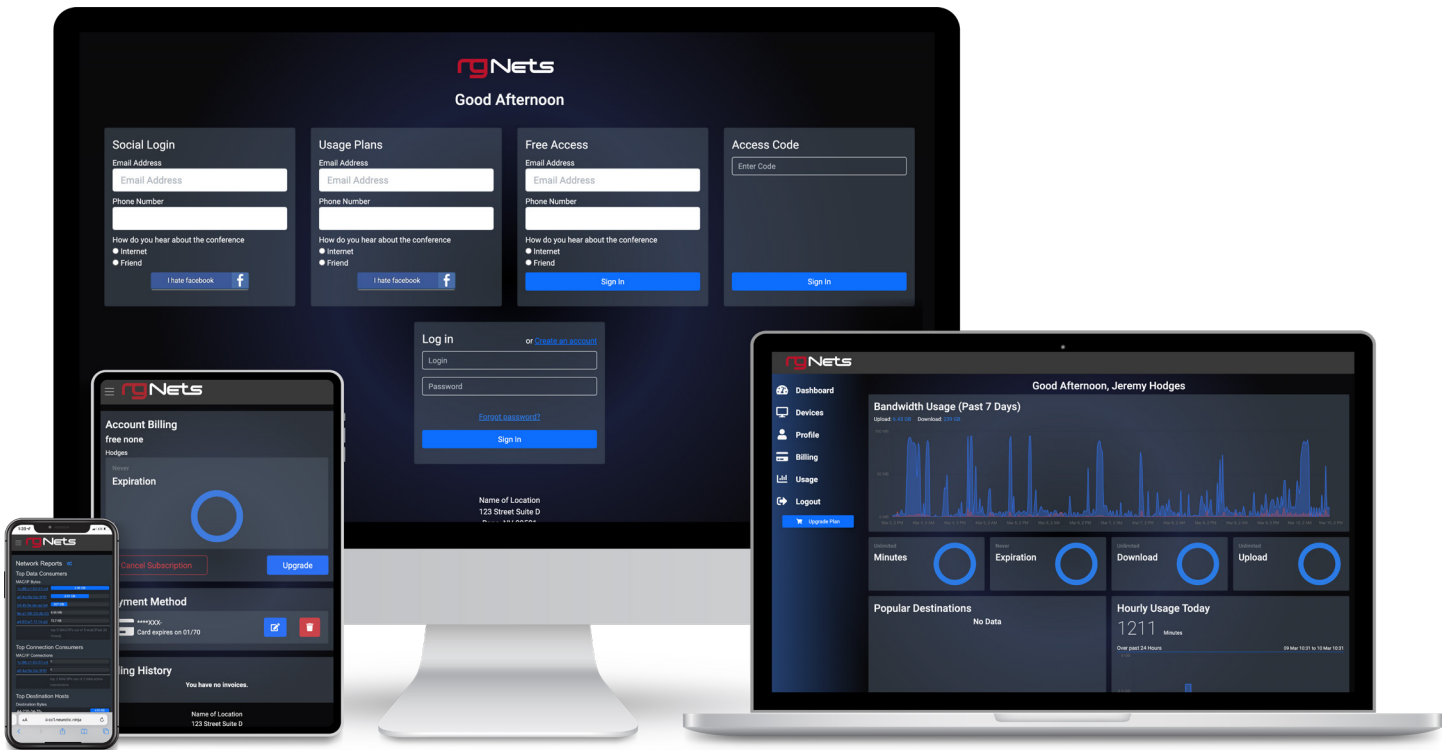




Location-Based Services

WITH THE REVENUE EXTRACTION GATEWAY



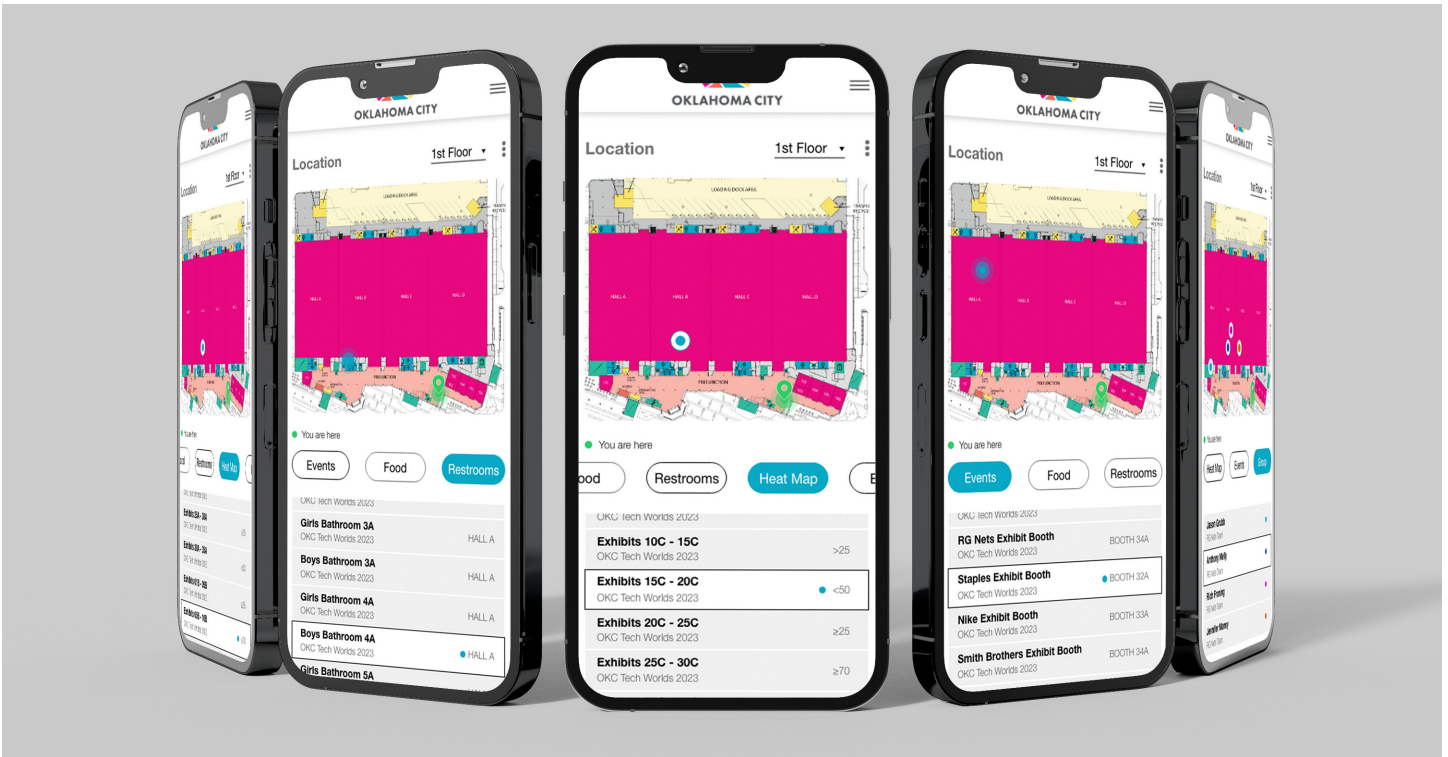
rXg Location Technology

The rXg Location Based Services provides an innovative solution for location-based tracking and management. With its advanced location data fusion engine, the rXg supports a broad spectrum of location data ingestion. In the simplest case, RADIUS Accounting messages may be processed to extract the presence of devices near Wireless Access Points (WAPs). For more demanding use cases, the rXg can also be integrated with the RUCKUS SPoT solution for high-resolution triangulation.

The rXg Location Based Services is easy to use and accessible through a simple and intuitive end-user interface. Unlike other location-based solutions, rXg does not require a separate mobile app to be installed. Instead, the system is driven through the rXg admin GUI, captive portal and venue operator portals. These mechanisms provide a user-friendly experience that is both cost efficient and convenient. The portal is designed to be simple to navigate, allowing users to quickly access the information they need, including real-time location tracking, historical data, and customizable alerts. Whether you are

an administrator or an end-user, the rXg Location Based Services provide a seamless and convenient way to track and manage your location data.

One of the unique features of the rXg Location Based Services is the ability for venues to load floor plans of their choosing into the system. This provides an accurate representation of the physical environment, allowing for precise indoor location tracking. The location system works even in areas without GPS coverage, making it particularly useful for multi-level buildings, where it can also determine which level of the complex a user is on. This provides businesses and organizations with a comprehensive indoor location solution, enabling them to effectively manage their assets and personnel even in complex indoor environments. With the rXg Location Based Services, you can be confident that your location data is accurate and relevant, even when GPS signals are unavailable.



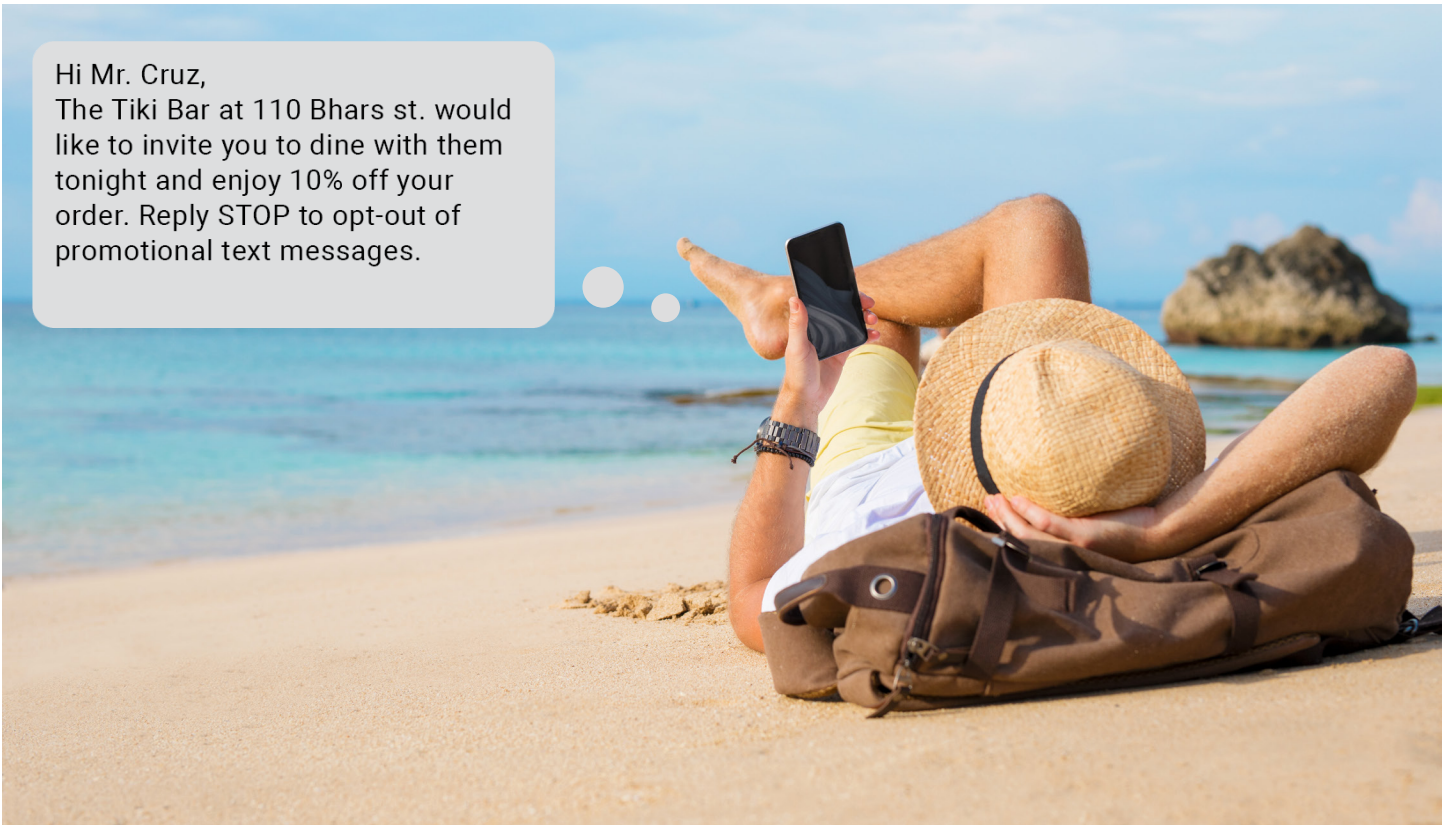
Personalized Location Services

The rXg Location Based Services provides personalized location services for guests, giving them the ability to track their own location and the location of their party members through the captive portal. The portal not only displays the individual's location, but also provides real-time updates on the whereabouts of other guests in the same party. This feature is particularly useful for families and groups traveling together, allowing them to stay connected and know the location of their loved ones at all times. For example, parents can use the system to keep track of their kids while they are at a resort, transportation hub, or stadium. The same technology allows pet owners to keep track of their pets in multi-dwelling unit (MDU) deployments. The rXg Location Based Services makes it easy and convenient to keep track of your party members, providing peace of mind and an enhanced guest experience.

The rXg Location Based Services is a versatile and flexible system that can be tailored to the specific needs of each individual user. One of its key features is the ability to load personalized scheduling data into the system, drawing from multiple sources, including Office 365, a property management system folio, or any third-party CRM. With this integration, the portal not only knows where the user is, but

also where they are supposed to be next. The portal can display this information, providing a comprehensive and up-to-date view of the user's schedule and whereabouts. Whether you are an employee, a guest, or a customer, the rXg Location Based Services provides a convenient and easy-to-use solution for tracking and managing your personal schedule.

The rXg Location Based Services includes an integrated geofencing engine that provides operators with the ability to configure location-based rules and deliver a personalized experience for guests. With this engine, operators can set up alerts and notifications based on location, such as sending a message to food and beverage servers to let them know the name of a guest, their location, and their favorite drink after they have been sitting at the pool for a certain amount of time. This engine can even be tied into external services, such as weather feeds, to provide a more comprehensive and relevant experience. The geofencing engine is a powerful tool that allows operators to create a customized and location-driven experience, enhancing the guest experience and providing valuable insights and information.

A photograph of a person lying on their back on a sandy beach. They are wearing a white t-shirt, yellow shorts, and a watch. They are holding a black smartphone in their right hand and a straw hat in their left hand. A brown bag is lying on the sand next to them. In the background, there is a clear blue sky, turquoise water, and a large rock formation. A semi-transparent grey box in the upper left corner contains a text message.

Hi Mr. Cruz,
The Tiki Bar at 110 Bhars st. would like to invite you to dine with them tonight and enjoy 10% off your order. Reply STOP to opt-out of promotional text messages.

Aggregated & Anonymized Location Services

The rXg Location Based Services provides a flexible and scalable solution for businesses and organizations that need to balance privacy concerns with the desire to deliver personalized experiences. In situations where there are privacy concerns related to the use of personalized data, the system can be configured to drive services based on anonymized and aggregated data. For example, at a resort, guests can see which parts of the beach or which restaurants are least crowded, while at a transportation hub or stadium, guests can see which restrooms or food courts are least populated.

Conversely, guests may be provided with an experience that allows them to find where others are congregating. Anonymized personal data such as where the guests originate from may also be integrated into the display to promote guest-driven experiences that would otherwise not be possible. This provides valuable information to guests and tenants without compromising their privacy, enabling businesses and organizations to deliver meaningful and relevant experiences while maintaining the trust of their customers.

The rXg Location Based Services provides benefits not only for guests and tenants but also for the venue itself. With the ability to collect and analyze aggregated and anonymized location data, venues can gain valuable insights and information that can inform decision-making and drive better results. For example, the food and beverage staff can be automatically directed to visit areas where there are the most guests, increasing the efficiency of their operations and improving the guest experience. Similarly, security personnel can be informed of the location of guests to help ensure compliance with fire, safety, and health regulations. By leveraging aggregated and anonymized location data, venues can make data-driven decisions that improve the guest experience, increase operational efficiency, and enhance the overall success of their operations. Furthermore, with the rXg Location Based Services, you can achieve the right balance between privacy and personalization, creating a solution that meets your unique needs and requirements.

Venue Services

The rXg Location Based Services provide cost-effective solutions to enhance guest experiences and improve operational efficiency.

The rXg Location Based Services provides a multitude of benefits for venues, delivering a cost-effective solution for enhancing the guest experience and optimizing operations. An important benefit of the technology is the ability to use it instead of expensive, dedicated panic button systems. With this feature, guests and staff can have peace of mind knowing that the system can quickly and easily send alerts to local public safety personnel or first responders with specific location information in case of an emergency. This helps minimize response times, reduces the risk of injury or harm, and ensures that everyone on the premises is safe and secure.

Another benefit of the rXg Location Based Services is the ability to track assets within a venue. This can be particularly useful for venues with high-value items that need to be kept secure, such as museums, galleries, or warehouses. The system can track the location of assets in real-time, ensuring that they are where they are supposed to be and providing alerts if they move outside of designated areas. This can help prevent theft or loss, as well as provide valuable insights into asset utilization and movement patterns. By leveraging the rXg Location Based Services for asset tracking, venues can improve security, reduce the risk of loss, and optimize operations.

In addition to its other features, the rXg Location Based Services also supports asset tracking using Wi-Fi adapters natively. This allows venues to efficiently monitor the location and movement of their assets. For even greater flexibility and functionality, the rXg can be integrated with the RUCKUS IoT Controller. This integration expands the tracking capabilities to include BLE (Bluetooth Low Energy) devices, offering an even broader range of tracking possibilities for assets and personnel. By combining Wi-Fi and BLE tracking, the rXg Location Based Services delivers a comprehensive and versatile solution for asset management in various environments.



Apart from improving safety and security, the rXg Location Based Services also delivers operational efficiency benefits. By tracking the location of guests and staff, the system can help route staff around heavily crowded areas, minimizing wait times and improving overall efficiency. This can be particularly advantageous for venues with high traffic, such as theme parks, transportation hubs, and stadiums. Moreover, the technology can also assist guests in finding lost devices, including phones or wallets. This additional layer of convenience and support contributes to a more positive guest experience overall. In summary, the rXg Location Based Services is a comprehensive solution that delivers a range of benefits for venues of all sizes and types.



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