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[iViu Technologies at MMA Forum, New York](#)

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bnetTV speaks with Wendy Burden of iViu at the 2012 MMA Forum held in NYC and gets overview of company and their products.

Technology

The company has developed a mobile, web-based system that identifies the exact location of a customer and transmits relevant product (or object) information requested by the user. The system allows a user to move around and receive targeted information about what's happening around them, information that they want and when they need it. The information can be anything that is linked to and/or associated with a nearby place including detailed descriptions, history, videos, pictures, background information, map to the place, links to websites, product reviews, promotions/coupons, price comparisons, etc. This technology can be used in many different businesses such as trade shows, retail, casinos, hospitals, and museums. The purpose of the technology is to allow a mobile user to walk around and retrieve in-depth information about places in close proximity using Intelligent Digital Tags (iDTags), which are strategically placed within an environment. These devices broadcast a unique digital signature to the application, which allows the user to receive and be presented information that has been preloaded into iViu's Data Repository for the place associated with the iDTag. Managers of iViu's Customer Management System (CMS) – which is used to maintain the Data Repository, can also present information such as information on events, offers, real time promotions, and customer information on a set of pre-established and defined parameters.

How it works

Customer:

All the customer has to do is download the free application and, when prompted, set their personal preferences. The iViu app will run continuously and unobtrusively in the background. As a customer walks into a venue, the application instantly and automatically starts presenting information, promotions and other material, based on the preferences set by the customer.

iViu provides the customer with:

- A single universal application, that can be used at multiple locations
- Instant relevant information when needed/wanted
- Real-time promotions and coupons
- Product comparisons & ratings
- The ability to save information or comments for later research & recall
- Share information with friends (email, Facebook & Twitter)
- Access loyalty programs & receive incentives, discounts, or add to your points

The application features include:

- **Detail preloaded information:** Learn more about places, objects or services that interest you and are around you
- **Calendar:** Daily events constantly updated.
- **Personal Navigation:** Find your current location within the place/venue and navigate using the digital floor plan.
- **Directions:** Get to your next destination, exhibit, a café, favorite slot machine or anywhere else in the place/venue using the quickest route possible.
- **Comment:** Add digital or voice comments to your tour for later review recall.
- **Custom Tours:** Plan your own tour of the place/venue before you arrive.
- **Share the experience:** Share information through email, Facebook, or Twitter.
- **Bookmark:** Bookmark an item and receive an email link to more information for later retrieval.
- **Download information:** Download information to your mobile device for later review & research.
- **Place/venue Information:** View hours, admissions, purchase tickets and directions plus information about key events.
- **Offers/Promotions:** Obtain a listing of your favorite available casinos, hotels, retail offers, and promotions while instantly enrolling in any that interest you.

Company Brand Marketer:

iViu's easy-to-use content management system allows a company to upload their database of products, determine what information or promotions to present to which customers, and to customize the image and experience they want their customers to enjoy. iViu's implementation team will be there to assist you along the process.

One of the most interesting and potentially most dynamic advantage that the iViu app provides is the ability for a company, brand or marketer to understand what a particular customer is interested in and to allow the customer to receive more information, opt in for targeted discounts and “call an attendant” when they want help from a sales representative. This will allow companies to provide great sales support and customer service with fewer sales representatives.

Companies turn to iViu Technologies to enhance their customer experience, increase traffic, drive customer loyalty and become more efficient at managing space, marketing objectives and human resources. This easy to use application provides numerous benefits.