



SLICE Events Solutions

Making Revenue Out Of Thin Air

SLICE provides a complete wireless solution with everything needed to create a powerful and stable WiFi network. It's easily deployed, both indoors and outdoors, for temporary or permanent situations requiring wireless access.

SLICE delivers wireless with three groups in mind – attendees, sponsors and event producers. BYOD is a growing trend, and with the average person owning three devices, there is an expectation by event attendees for pervasive wireless to maintain consistent connectivity; versus hotspot coverage in only a few select public areas. Events sponsors rely on dedicated bandwidth to support their booth technology and cannot risk relying on a network that can't support their unique needs. Event producers are constantly looking for new methods to deliver their distinctive message to event attendees while simultaneously exploring new methods to generate revenue.

The *SLICE* solution provides all the capability event producers need to simultaneously deliver a secure location-wide wireless network for event attendees alongside a private dedicated network for sponsors. The added benefit of full network control and the ability to “turn on” a revenue generating portal creates an attractive option for temporary event deployments.

SLICE improves the quality of events through its high speed, multi-tiered wireless network by:

- Improving wireless performance and reliability for content retrieval and download.
- Helping ensure support for high bandwidth media content.
- Reducing the total cost of deployment of an advanced, high speed wireless network.
- Eliminating wireless network slowdowns and downtime.
- Protection against security threats like spam, unauthorized downloads, etc.

Capture the Attention of Your Audience

SLICE enables event producers to offer their attendees and sponsors a new experience on paid WiFi networks. Event producers can now invite their audience to engage with their campaign and in return, provide a period of WiFi access in exchange for something of incremental value instead of just being for free.

Engaging Solutions

SLICE provides a deeper level of interaction through multiple impressions including a welcome screen, an opt-in page, the body of the campaign, and a thank you page, all of which sit in front of the WiFi network.

Customized Experience

Campaigns can be fully customized to meet each event's unique marketing objectives. A specific call to action in order to receive free access can take any form – watch a video, download an app, visit a booth, or sign-up for a new service – providing both branding and direct response opportunities.



Unique Benefits

SLICE enables a complete, fast and easy deployment of WiFi service that can sustain hundreds of users with a single, pre-configured device... *SLICE* it anyway you want it. It's easily deployed, both indoors and outdoors, for temporary or permanent situations requiring wireless access.

As well as providing a stable and effective WiFi connection, *SLICE* can be used as a powerful revenue generation and marketing tool with the following options & more:

- Display Event Activities
- Collect Demographic Data
- Offer Exclusive Deals & Specials
- Shared Revenue Advertising
- Resell WiFi to Exhibitors
- Promote Internal Amenities

Revenue Generation

SLICE creates a unique advertising environment for the event. *SLICE* gives the event producer a portal to manage their network as well as all the messages that run on it. All content can be replaced with specific advertisements for the event and its sponsors, including revenue generating advertisements, videos, polls and much more.

Advertisements are delivered through three unique methods:

- Post Authentication Portal
- Advertising Injection
- Advertising Redirection

Security

Created with security in mind, *SLICE* can intuitively detect abuse on its network and automatically black-list abusing machines, preventing WiFi users from jeopardizing the integrity of the network by denying:

- Deep packet transfers
- Spammers
- Use of certain ports
- Black-listed sites
- Machines infected with viruses from accessing the network

Once the device notices a network abuser, it will automatically adjust the rules for that user to prevent them from continued abuse.

Recent Implementations

- Javits Center
- Sheraton Hotel - New York
- Mirage Hotel - Las Vegas
- Randall's Island
- Ruby Slippers
- 82 Mercer
- SVA Theater



**Contact Us To Schedule A
Personal Demo**

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