PARTNER SOLUTION OVERVIEW

ARUBA MERIDIAN AND CHARGIFI
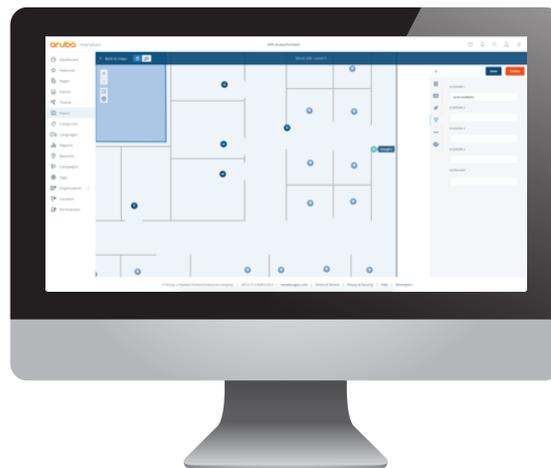
The "power" of smart wireless charging

In the recent past, mobile connectivity was a challenge. Now that cellular and Wi-Fi coverage are ubiquitous, mobile device battery life has become the biggest challenge limiting connectivity. Power has become a basic human need. Do all of us really have to carry a charging cable and a power brick?

Most of the latest mobile devices are now wireless charging enabled. Instead of leaving their location to get a charging cable, charging their mobile device can be as simple as placing it down on a table so they can keep working. As a result, they are spending more time in your space and providing you insights into their behavior. In an office setting, employees can now ensure they are always powered up to stay connected, and can use the action of placing their phone to charge on a SmartSpot to improve how they interact with facilities. Actions such as booking a meeting room, or personalising the meeting room when in use, together with automatically starting a conference meeting like Zoom or Skype, can help meetings start fast and without delay.

WHY CHARGIFI?

Chargifi is an enterprise-grade smart wireless charging solution that enables venues to mass-deploy, manage and monetize wireless power. With Chargifi's cloud-managed SmartSpots, venue owners can provide a valuable service to their users, providing a smart touch point where a user is engaged, while enabling powerful analytics that can help provide additional insights into how users are engaging with their space.

In early 2018, Chargifi's wireless charging platform was installed at a major global hotel brand in their bar area. During a 6-week period, sales soared with a projected 64% return on investment. Hotel guests are being drawn to the bar area, and spending longer in the bar, with an average charge time of 45 minutes per device. Guests are more satisfied, one guest even exclaiming "this would be the reason I'd come back here".

KEY FEATURES FOR END USERS

- **No hardware required** – Guests can charge their Qi compatible mobile devices without needing any cables or adapters.
- **Ease of discovery** – Enable guests to search and navigate to available Chargifi SmartSpots with their mobile device.
- **Trigger events** – Chargifi SmartSpots as smart touch points to trigger personalized experiences.

KEY FEATURES FOR VENUE OWNERS

- **Increase dwell time** – Encourage customers to spend more time, therefore spending more money, in your space while they charge their mobile devices.
- **Cloud management** – Enterprise monitoring and management for large scale wireless charging deployments, giving you complete peace of mind.
- **User insights** – Actionable hyper-location and dwell time data of how users are engaging with your space.
- **Secure connectivity** – Aruba ClearPass automatically recognizes Chargifi devices on the network, allowing access control, bypassing of captive portal, and enhanced security.

CHARGIFI AND ARUBA MERIDIAN INTEGRATION

Aruba Meridian indoor maps can show the location of all Chargifi SmartSpots including the current status: whether the SmartSpot or the space associated with the SmartSpot is available or in use. This allows users to discover and receive indoor turn-by-turn directions to the nearest available Chargifi SmartSpot or resource, like meeting rooms, for example. The integration is supported in Meridian AppMaker apps and also via custom apps developed with the Meridian SDK.

CHARGIFI AND ARUBA TOGETHER

In a public venue or in an office, providing Chargifi SmartSpots not only enhance the end user experience by providing wireless power where people need it, but it also provides another layer of hyper-location data to help facilities owners better understand how their spaces are being used, and enrich engagement programs. With Aruba, Chargifi SmartSpots can be securely onboarded to the network over the Wi-Fi network and they can be made part of the indoor location services available.

For more information regarding Meridian visit:
http://www.arubanetworks.com/products/location-services/

For information regarding Chargifi visit:
https://chargifi.com/

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