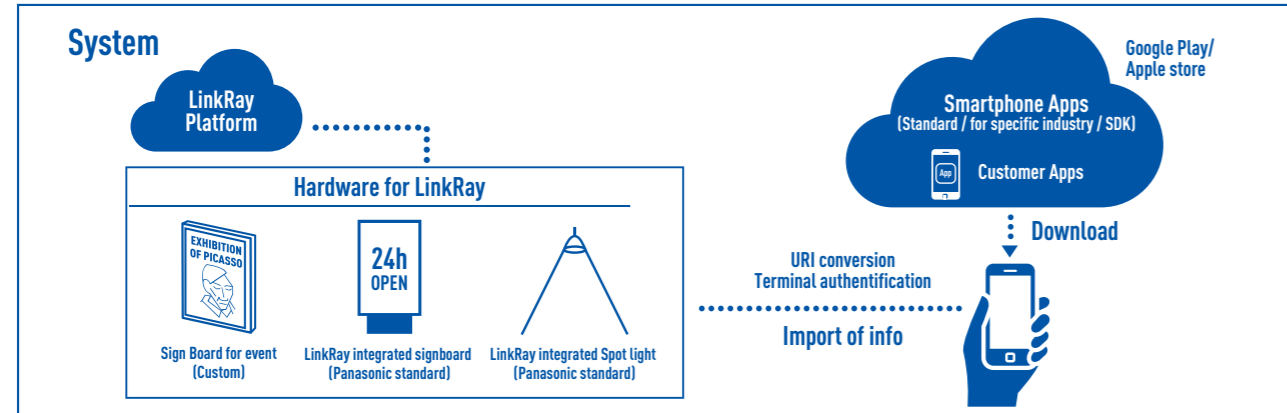


System Configuration Example

Below are example configurations of basic on-premise and cloud-based systems. LinkRay can be integrated with a range of different signage, content delivery or sensor based systems utilizing different technologies according to the needs of each project. Please discuss your individual project needs with Panasonic to determine the most appropriate system.

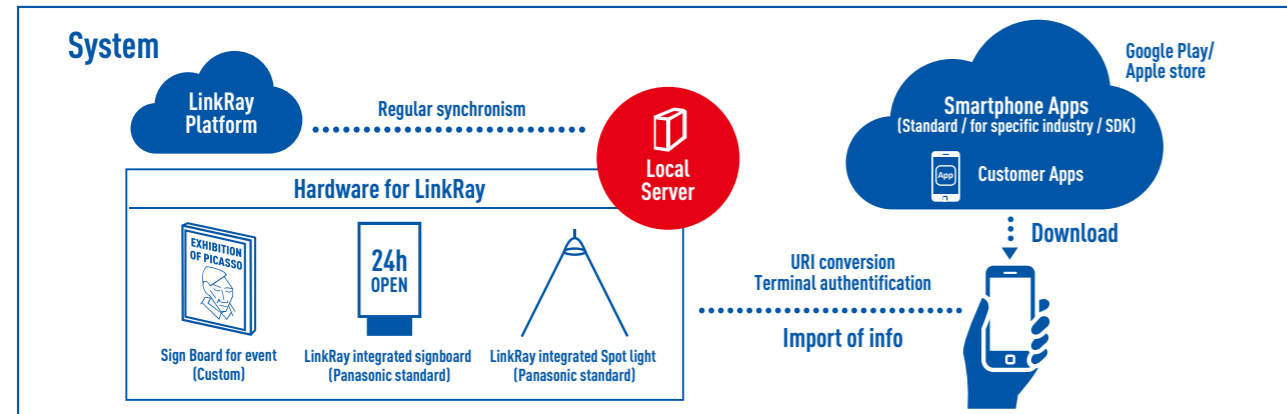
Cloud operation system configuration

Basic model with Cloud-based management functions and standard smartphone App.



On-premise system configuration

Operate on customer site server and provides various customization options.



Approved models for LinkRay Application

iOS devices (iOS8 & later)

iPhone5S / iPhone6 / iPhone6Plus / iPhone6S / iPhone6SPlus / iPad Air2

Android devices (Android5.0 & later)

Galaxy S6 edge / Galaxy S6 / Nexus5 / Nexus5X / Nexus6P

LinkRay does not work with models below.
iPod touch series, before iPhone5C

Introduction of LinkRay application

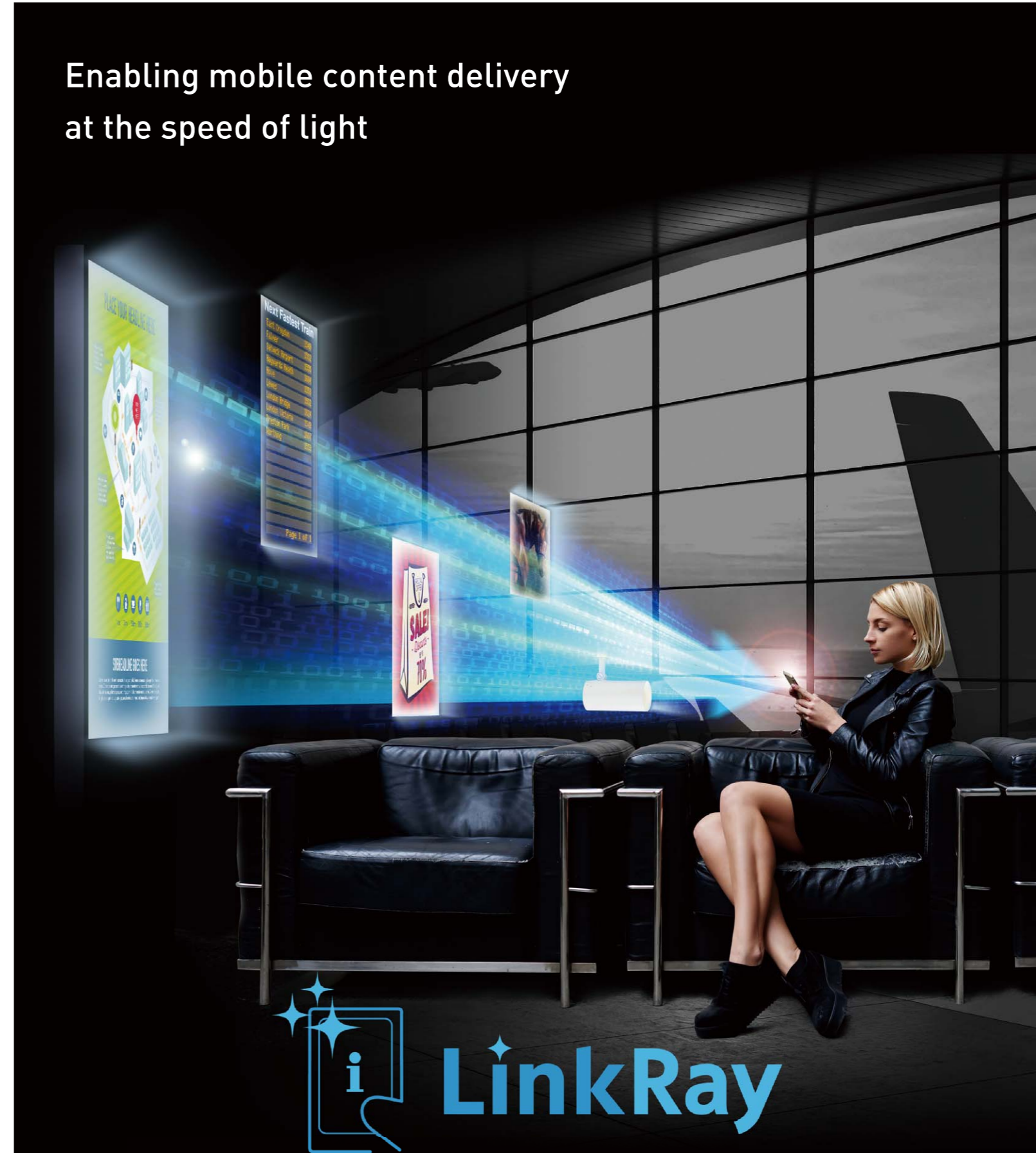


LinkRay (Free)

LinkRay Download here



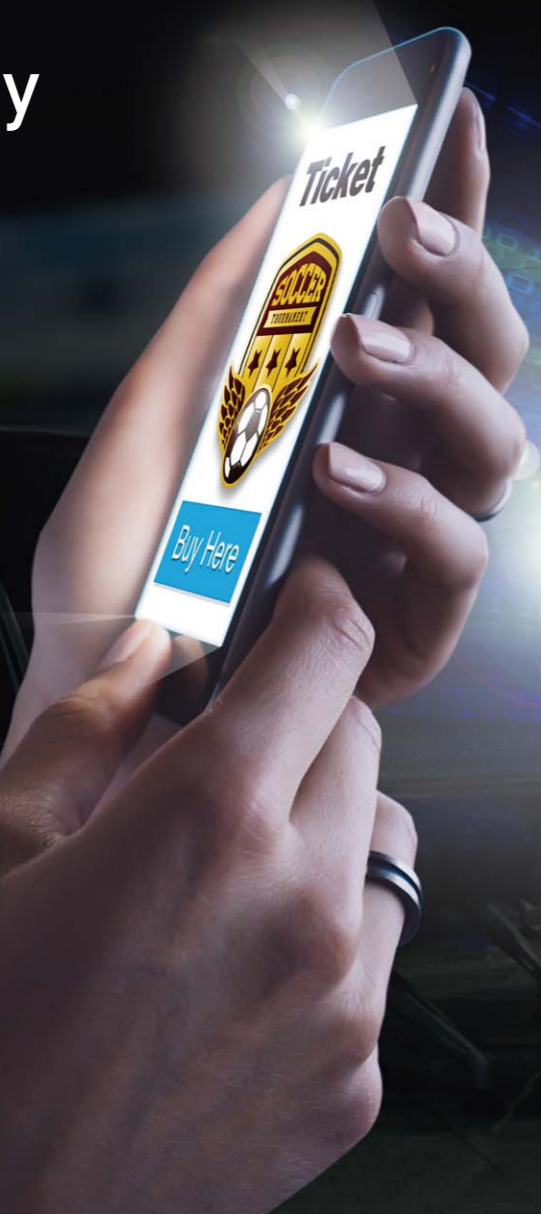
Enabling mobile content delivery at the speed of light



LinkRay

Introducing LinkRay

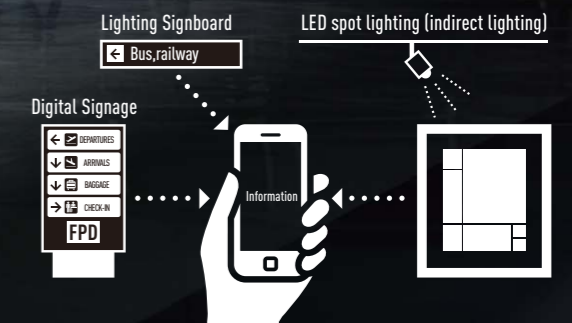
Panasonic has developed the most advanced content delivery service to date, using visible light communication. LinkRay delivers mobile content by enabling ordinary smartphones to read IDs sent from LED transmitters such as displays, signboards and spotlights and connect to associated mobile content. End users connect to content quickly, easily and securely through a simple, fast, intuitive and impactful end user experience.



Our Strengths

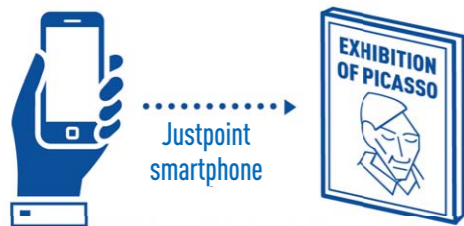
LinkRay provides an unprecedented user experience in mobile technologies

- Fast & Intuitive
- Effective Even in Crowds
- Multiple IDs in close proximity
- Multiple Transmitter Types

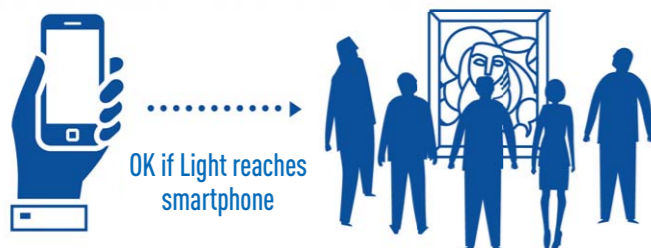


Strengths of LinkRay

Fast & Intuitive



Effective Even in Crowds



Use Case Example & Benefits

Retail / Foodservice / Advertising



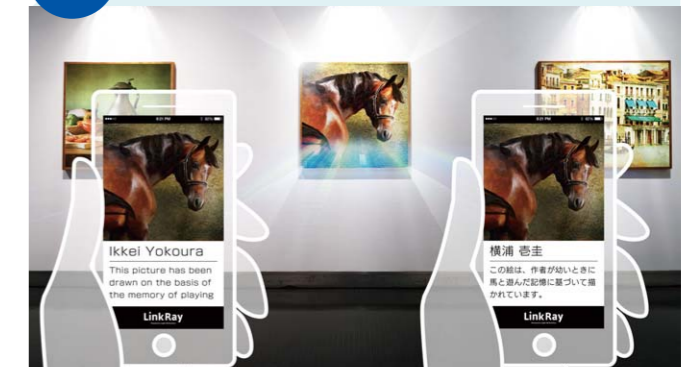
Follow-up your call to action on customer devices, provide buying incentives that convert to sales, enable online ordering and expand customer relationship management and insight.

Airport / Transit / City Services



Provide scheduling, wayfinding, city information and translation services to individuals, understand their movements and enable the smart city.

Museum / Exhibition / Showroom



Provide creative content beyond the physical limits of the exhibit, rack and understand the visitor experience and stay engaged. Multilingual Info can be sent and shown on smartphone.