

# Introducing beam

## Network/partners



## Current applications

**Additional information:** With one click, users can access further or additional information directly on their smartphones. Content may be static or linked to external landing pages.

**Request services:** Users can request a service or further information.

**Receive coupons:** Users receive an electronic coupon by e-mail. The coupon can be sent as a PDF in a variety of code formats (barcode, QR code, voucher code, etc.).

**Competitions with instant prizes:** Users can enter competitions through beam. In this case, instant prizes can be awarded direct in beam. Any main prize can also be drawn at the end of the competition.

**Purchase:** With one click, users can make purchases direct from the beam marketplace. In this case, payment is processed through beam.

**Voting:** Users can cast their vote in situ or live in response to a question from a show or on a poster – and see the latest voting results. Discount coupons can be e-mailed to participants as a thank-you.

## Other potential applications

Other potential applications can be developed on request. Example:

**Additional information:** beam can be used to enhance the interactive experience in specific areas of museums and at events.