

# Relatech (P.Lambardi)

## A Geo-Marketing Engagement Solution



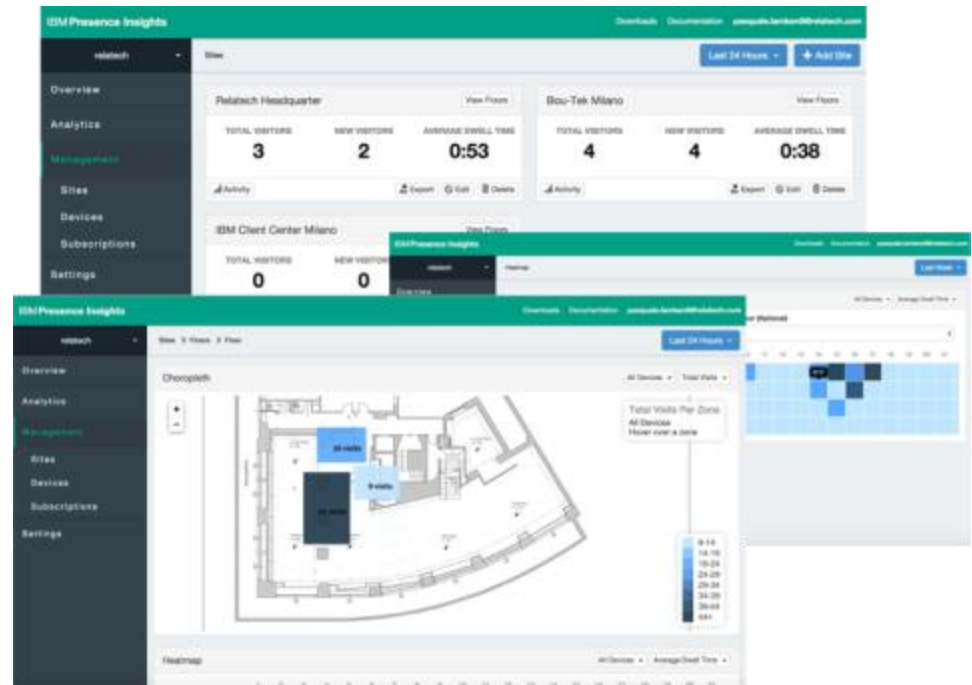
*Lisbon 2015*

*Simplicity. Profitability. Growth.*

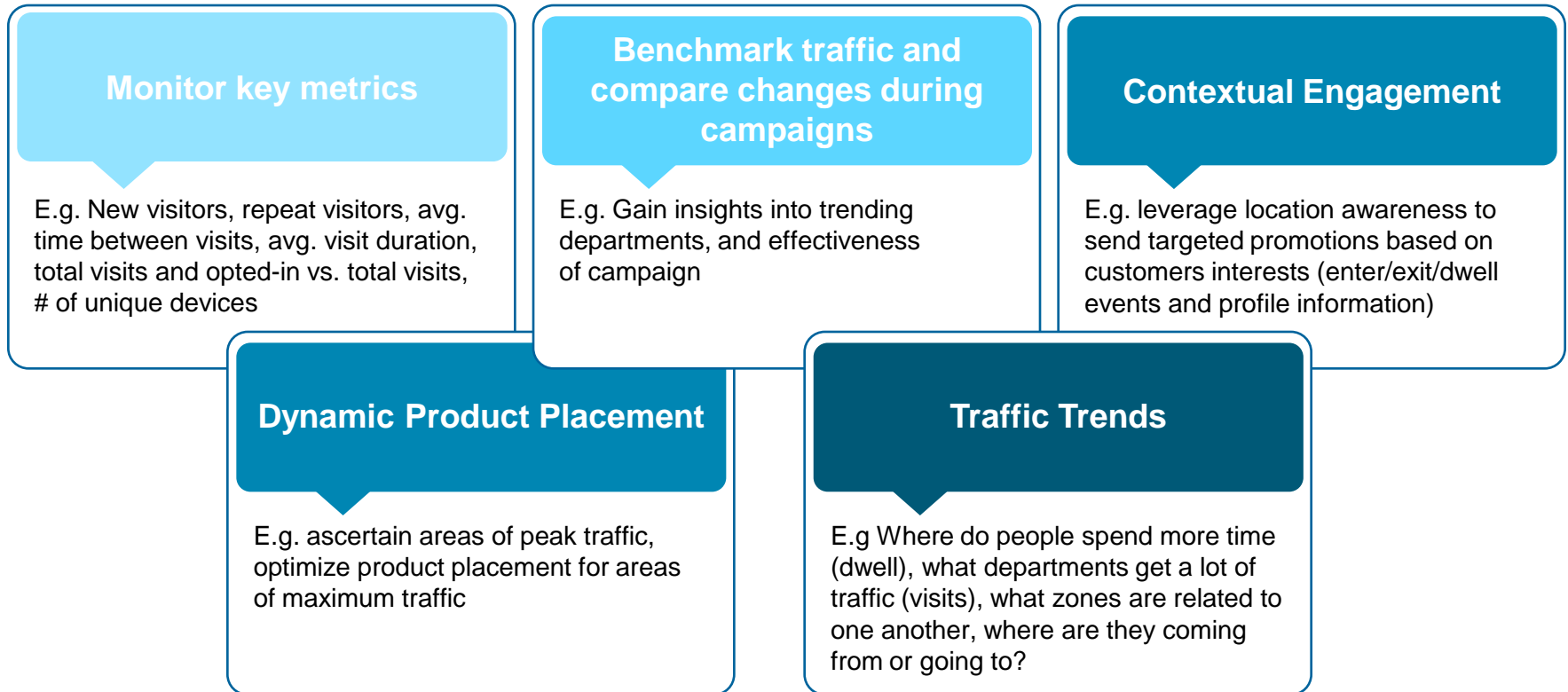
## ReZone Solution

ReZone is the digital marketing solution about proximity customer engagement. It's based by an intelligent location-platform combined with analytics and data integration to create real-time predictive insights about individual mobile users. It helps enterprises understand mobile activity in and around a physical location and deliver contextually relevant engagement to optimize the user experience.

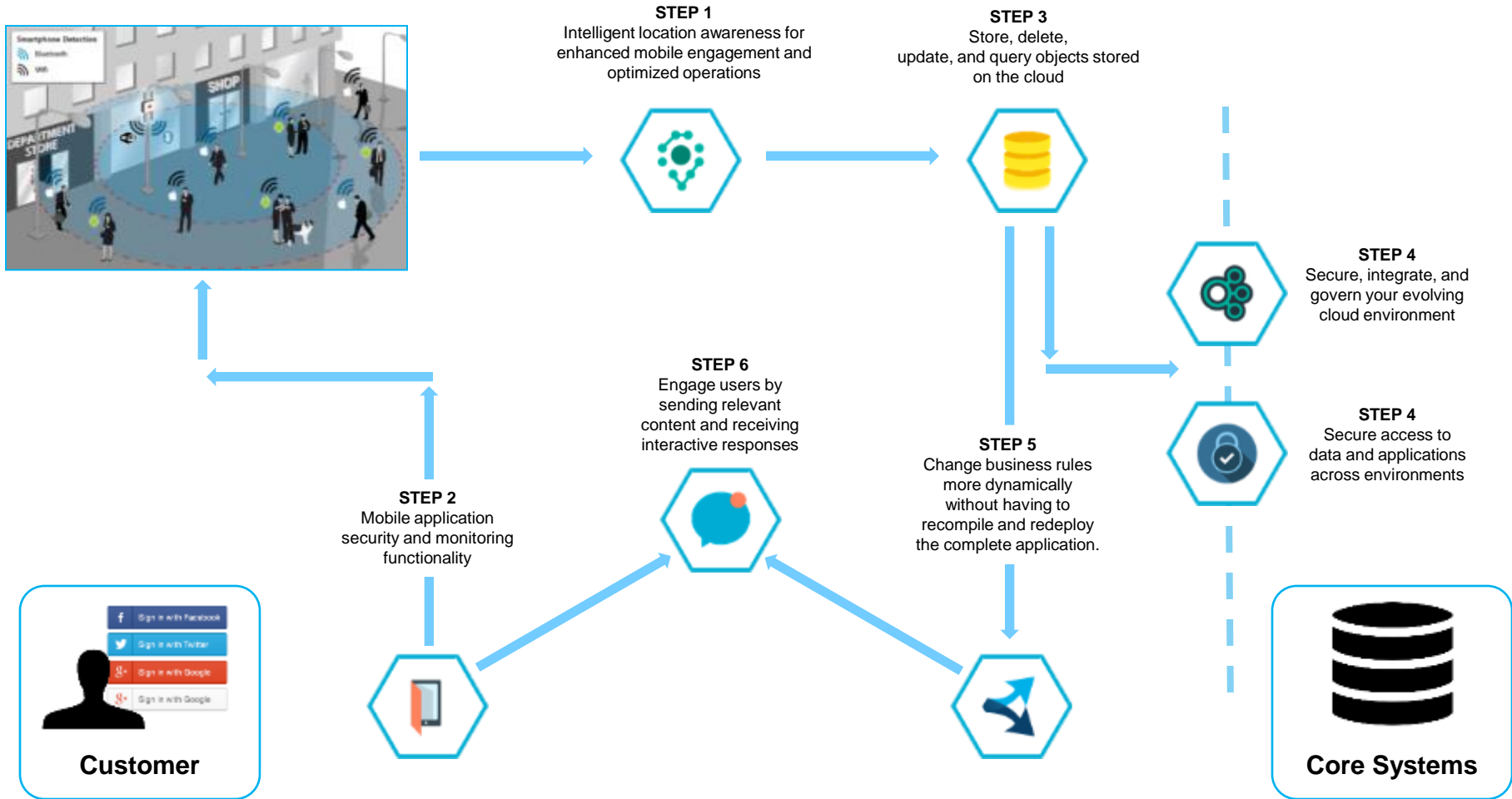
- + Contextual Engage
- + Traffic Trends
- + Monitor Key Metric
- + Dynamic Product Placement
- + Campaign Benchmark



# ReZone Use Cases



# ReZone Architecture



# Reference

BOU-TEK space is the first technologic-experiential showroom open to the public, where you'll live a Digital Brand Interaction experience. Relatech has signed an agreement with BOU-TEK to create a space where you can see the work of rezone and IBM technology.

