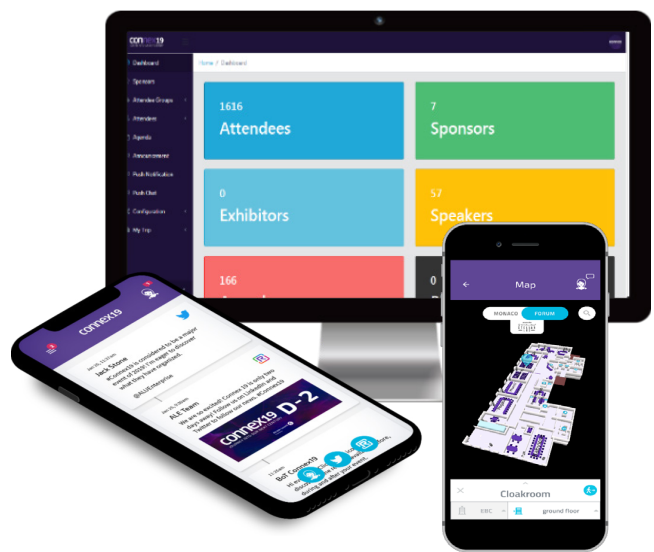


Alcatel-Lucent Enterprise Rainbow Smart Event

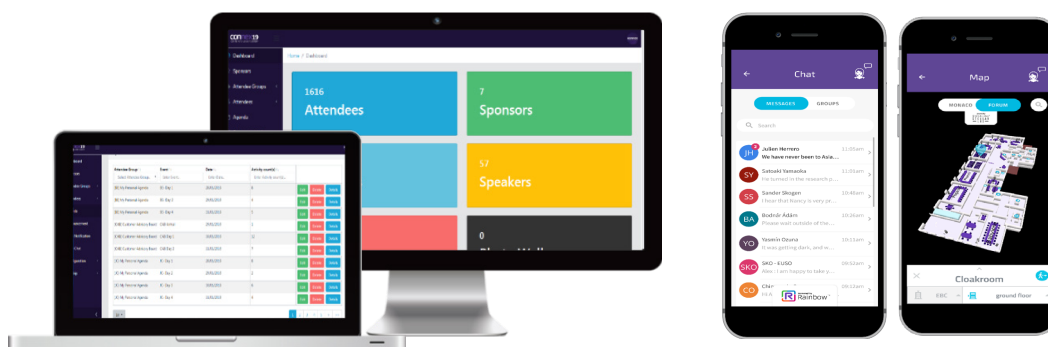
Connect people during your event and boost digital engagement

Alcatel-Lucent Enterprise Rainbow™ Smart Event is a complete solution that enables connection to, and engagement with, event participants before, during, and after an event. The solution promotes interactive communications between attendees. It also promotes features such as Location-based Services (LBS), wayfinding, geofencing, and people tracking.



Rainbow Smart Event features:

- A mobile client for real-time communications and cloud services provided to participants (available for iOS and Android) and powered by Alcatel-Lucent Enterprise Rainbow
- An intuitive self-service web portal for customizing the mobile application branding (including: icons, colors, features and more), event lifecycle management, data processing and reporting
- Integration with Alcatel-Lucent Enterprise OmniAccess® Stellar LBS. Benefits include: geofencing to notify attendees based on their location, points of interest on interactive map, data and analytics available from LBS Cloud Manager Analytics



powered by
OmniAccess®
STELLAR
— LBS —



Datasheet

Alcatel-Lucent Enterprise Rainbow Smart Event

Key Features	Customer Benefits
Mobile application for event attendees customized and branded for your company	Personalize the event with your company logo and colors, engage with people in a modern and digital way
Push notifications during the event based on attendee profiles	Efficient way to update targeted audience with relevant information (agenda, speakers, sponsors, maps)
Geo-localization and path finder in the event area (powered by Alcatel-Lucent Enterprise OmniAccess® Stellar LBS)	Notify attendees based on their location and points of interest on an interactive map. Collect data and analytics linked to location
Chat between participants and group chat with instant messaging, live audio and video, picture sharing as well as file sharing	Go beyond first contact and start discussions around topics and interests. Add multimedia to your conversations with others
Social media promotion	Increase your audience on your social media (Twitter, LinkedIn)
Measured KPI based on collected data	Analytics on engagement rate, detailed page views, viewed content counts, download rate, number of messages, calls, documents, added contacts
Secure mobile application and cloud-based services	User authentication, data privacy and confidentiality. Based on Alcatel-Lucent Rainbow cloud services operated by ALE, ISO 27001 certified and GDPR compliant

Pricing and ordering

- Service pricing is based on a subscription per event or price per exhibitor/sponsor and an upfront cost that includes complete customization.
- Alcatel-Lucent Enterprise Professional Services can quote a price for the solution.

Contact us

- For more information about this solution, please contact: professional.services@al-enterprise.com
- Public web site: <https://businessportal2.alcatel-lucent.com> (section "Professional Service Offer Request.")