



ICMA ATHENS CONFERENCE

22-24 OCTOBER 2014

Your Virtual Glance into the Future of Mobile Interaction.

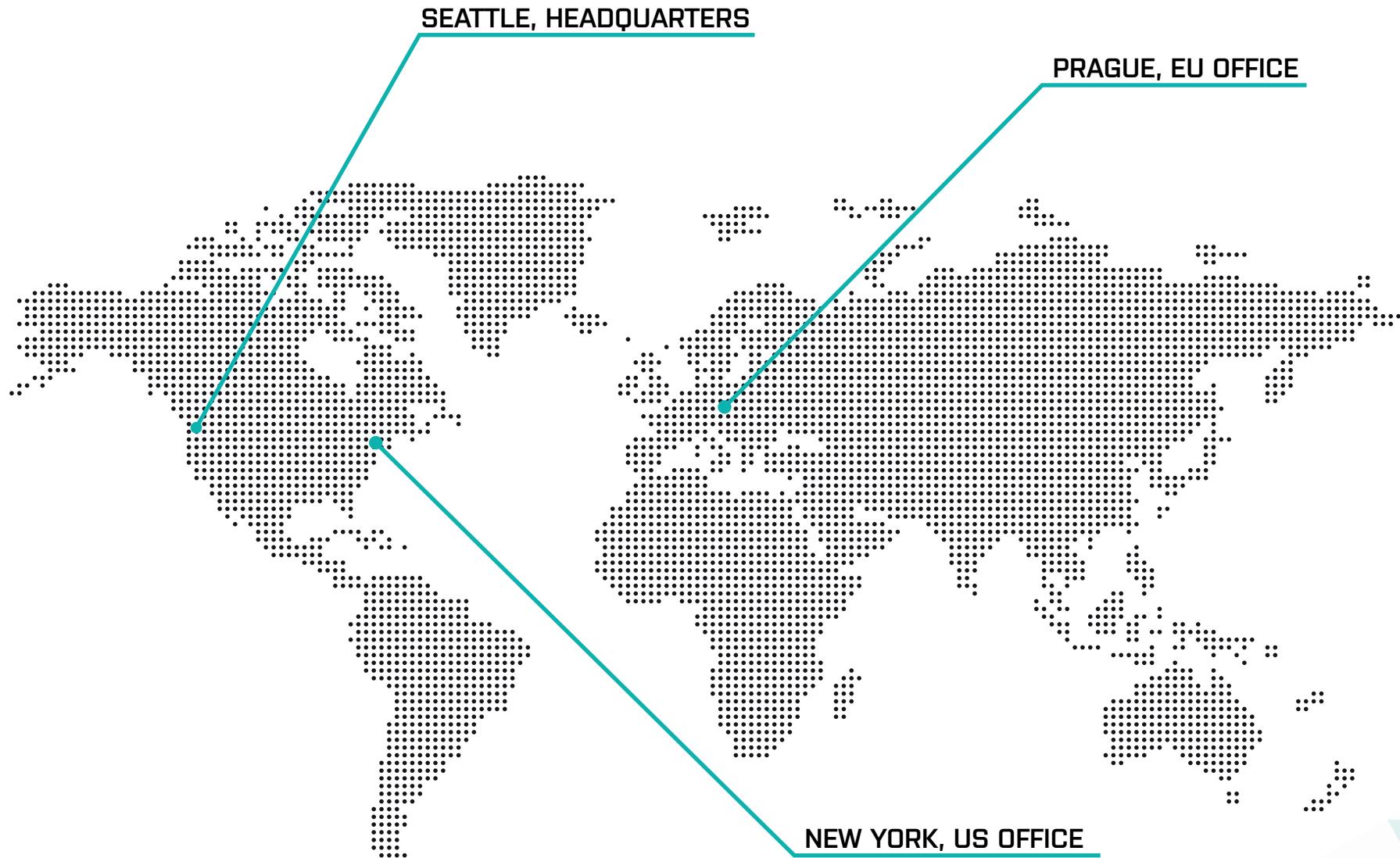
Athens __ October 2014

WHO WE ARE



FARMHOUSE

WHERE WE ARE



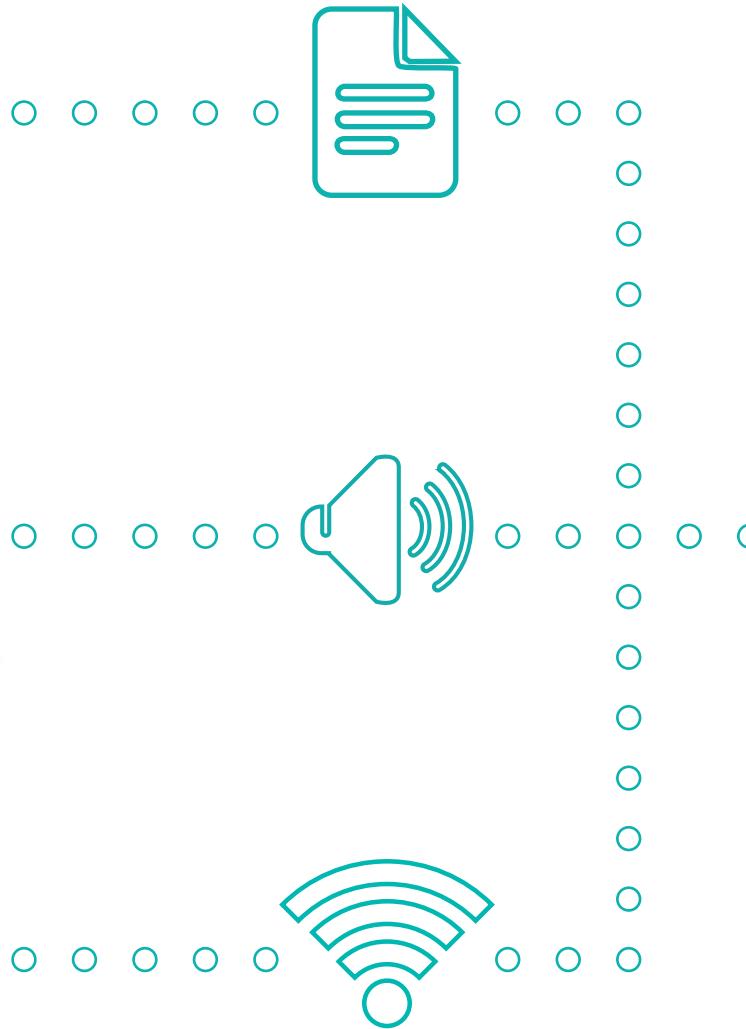


VIRGLA

vir•gla, (v) | driven from virtual glance |

Unique trigger-based marketing and communication platform
that transforms traditional media, location and events
into a direct interaction with consumer.

VIRGLA __ 3 PILLARS





WHY WE ARE HERE



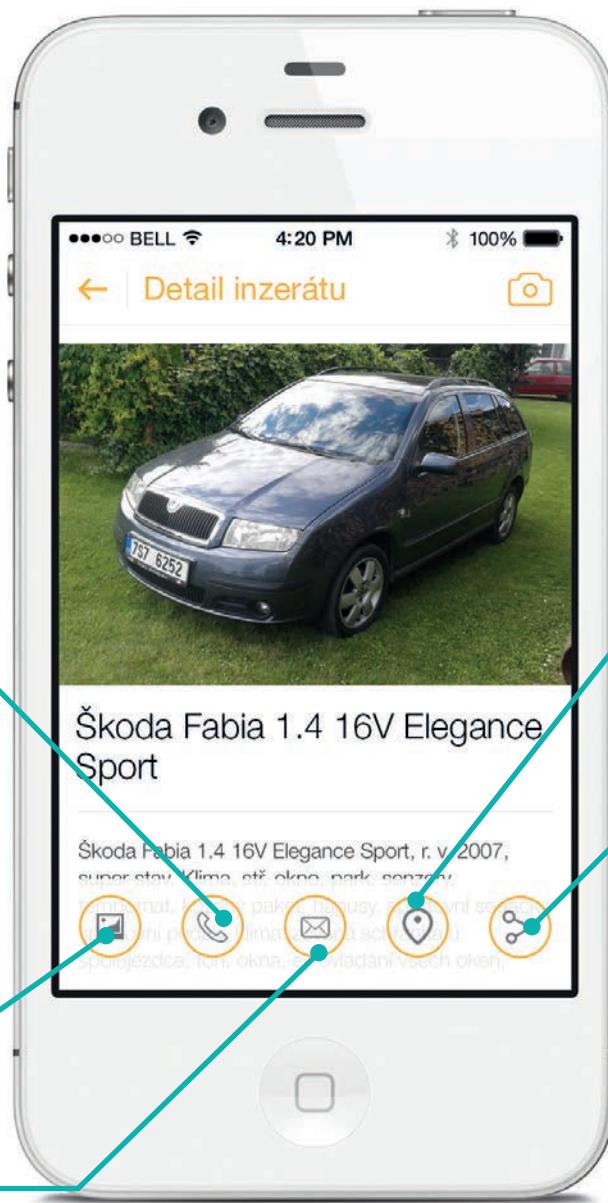






HOW TO
BENEFIT FROM
THE MOBILE

HARNESS THE POWER



Call the seller directly

View additional photos

E-mail the seller directly

Directions/Map

Link to website and ability to share



14:00

Thursday, October 23

Annonce 1m ago

There is a 10 % discount on coffees
and desserts in Petrino today. Five
meters away! Come and enjoy!
slide to view

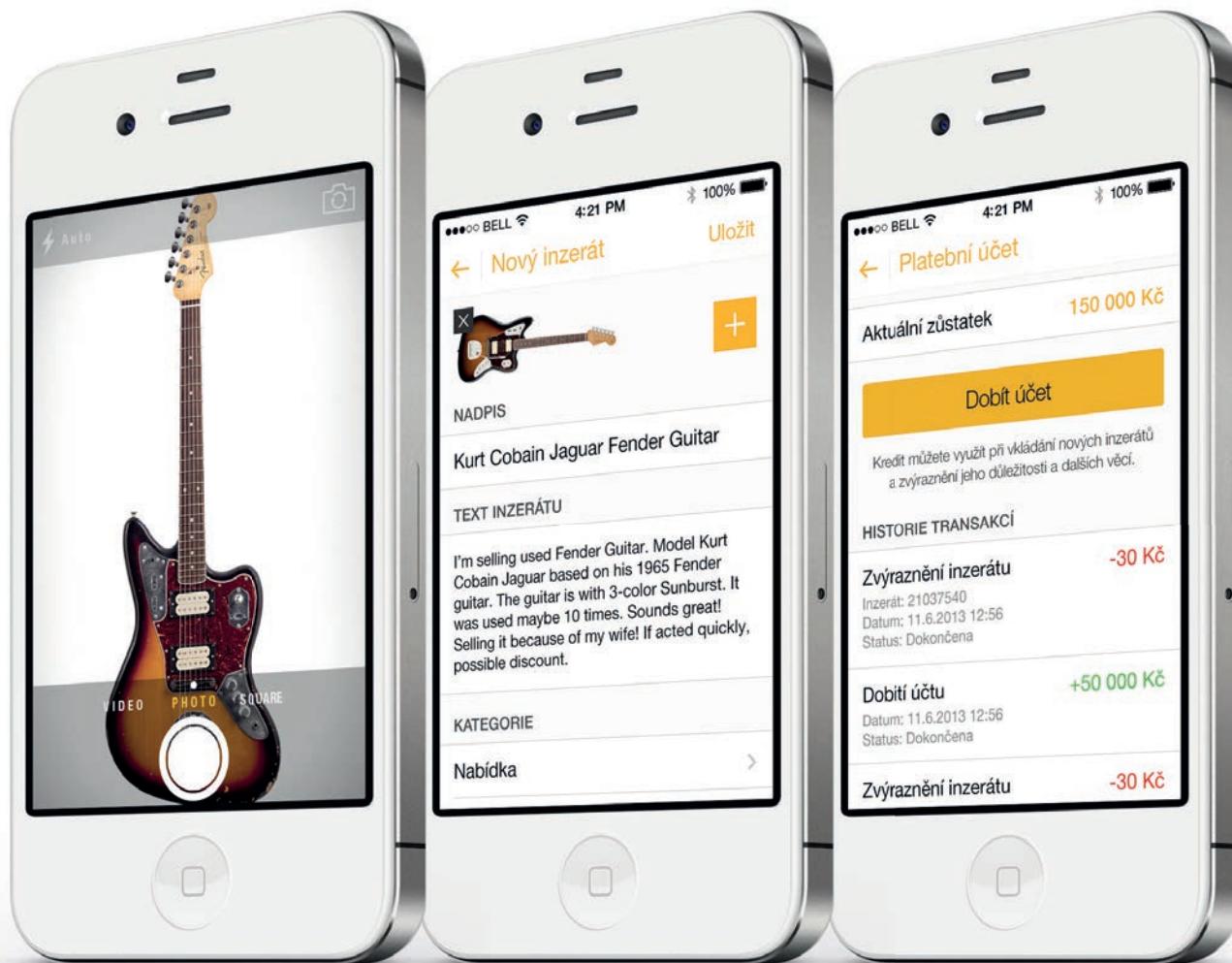
> slide to unlock

BETTER USER EXPERIENCE

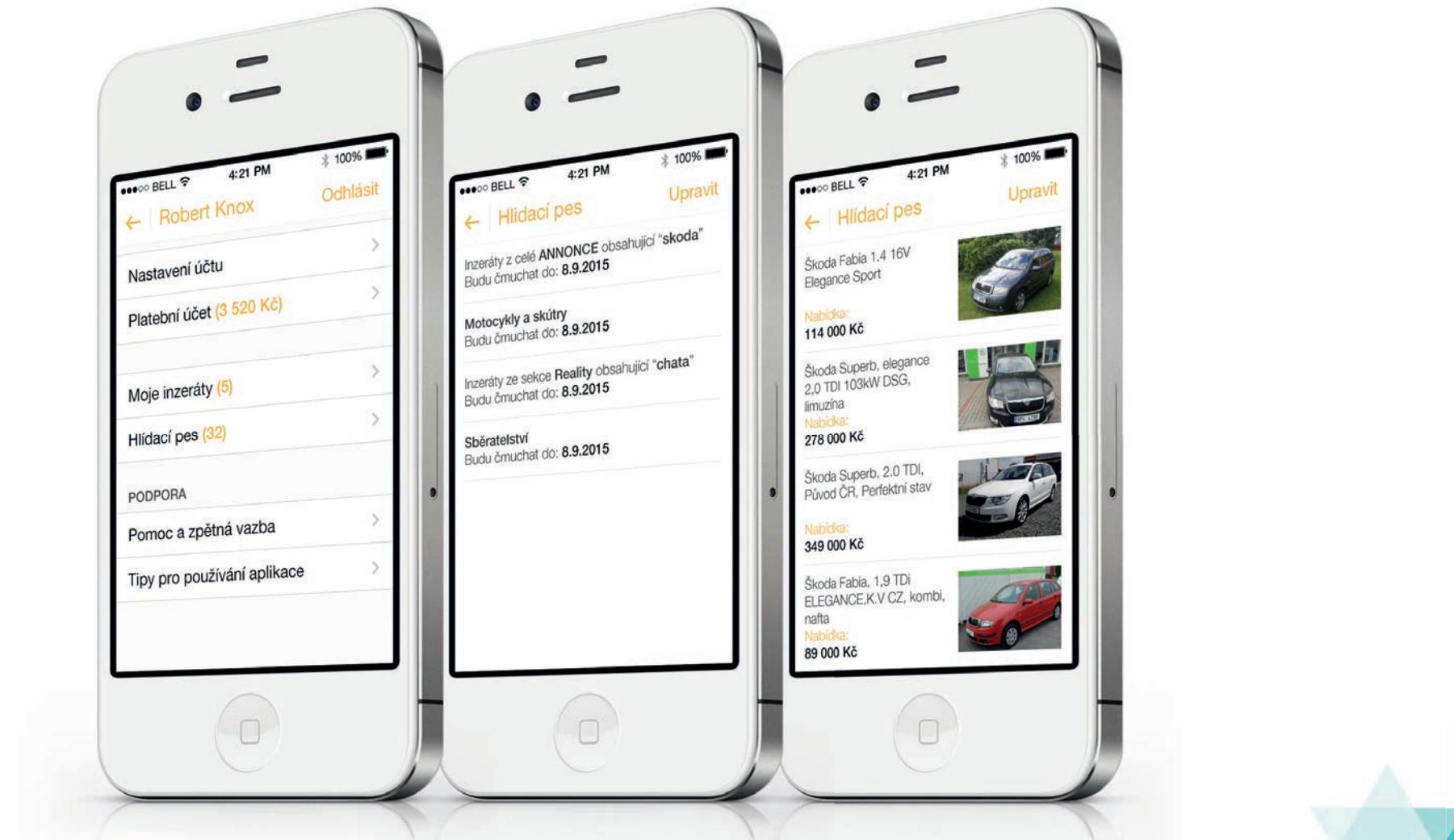




AVAILABLE AT ALL TIMES



PERSONALIZED CONTENT





*** BELL

14:01

100%

X Petrino Restaurant



Free coffee and cheesecake at Petrino!

Activate this digital coupon and show it at the counter to receive a free coffee of your choice and our homemade strawberry cheesecake.

This offer is valid till end of October 2014!

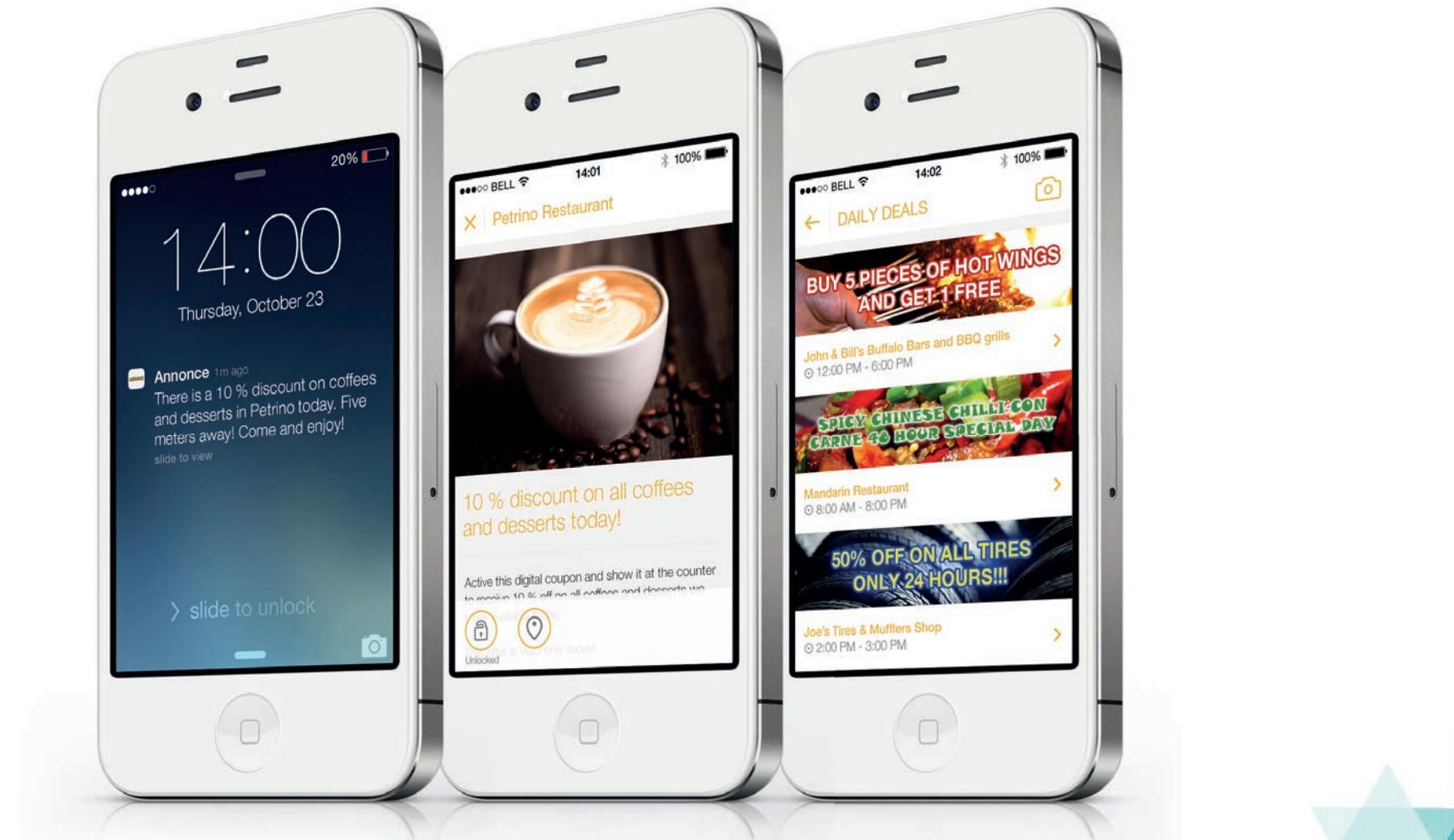
Available at Petrino Restaurant, Akarlimas.



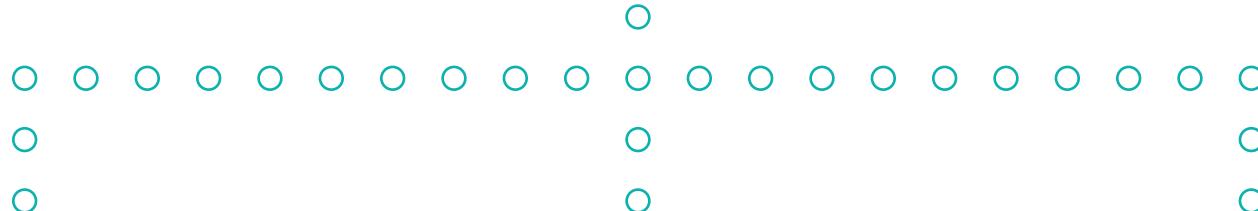
Unlocked



DISCOVER NEW SEGMENTS



MULTI-CHANNEL APPROACH



DEMO TIME





Thank you for your time!

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