



# ICMA ATHENS CONFERENCE 22-24 OCTOBER 2014

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Your Virtual Glance into the Future of Mobile Interaction.

Athens \_\_ October 2014

# WHO WE ARE



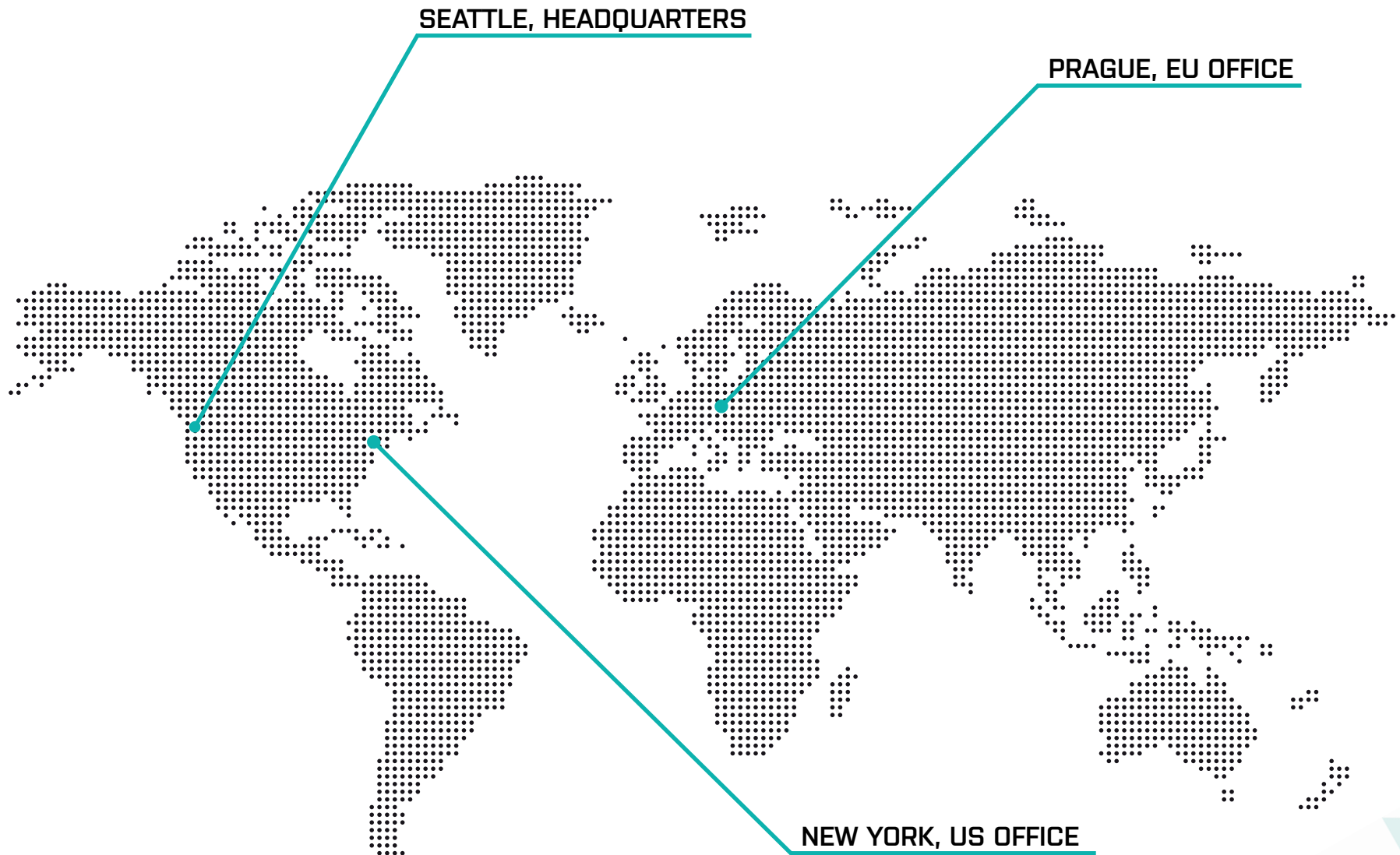
# Virgla



FARMHOUSE

# WHERE WE ARE

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# 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













# STATE OF THE ART DESIGN

Grande

## BIG DESIGN

Learn about the  
latest in design  
technology and  
how it's changing  
the way we live  
and work. It's  
time to embrace  
the future.

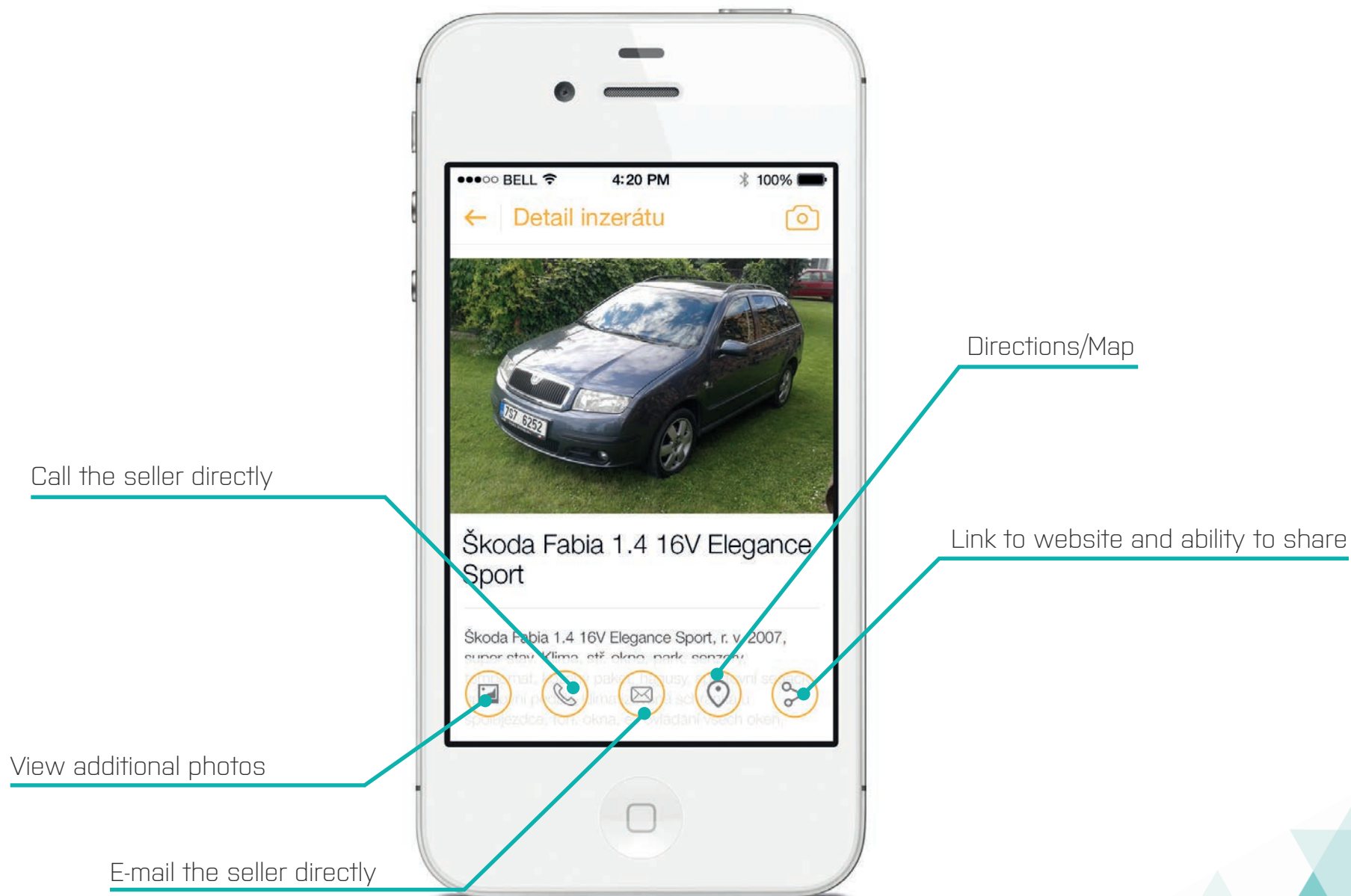
www.grandemag.com





HOW TO  
BENEFIT FROM  
THE MOBILE

# HARNESS THE POWER







20%

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

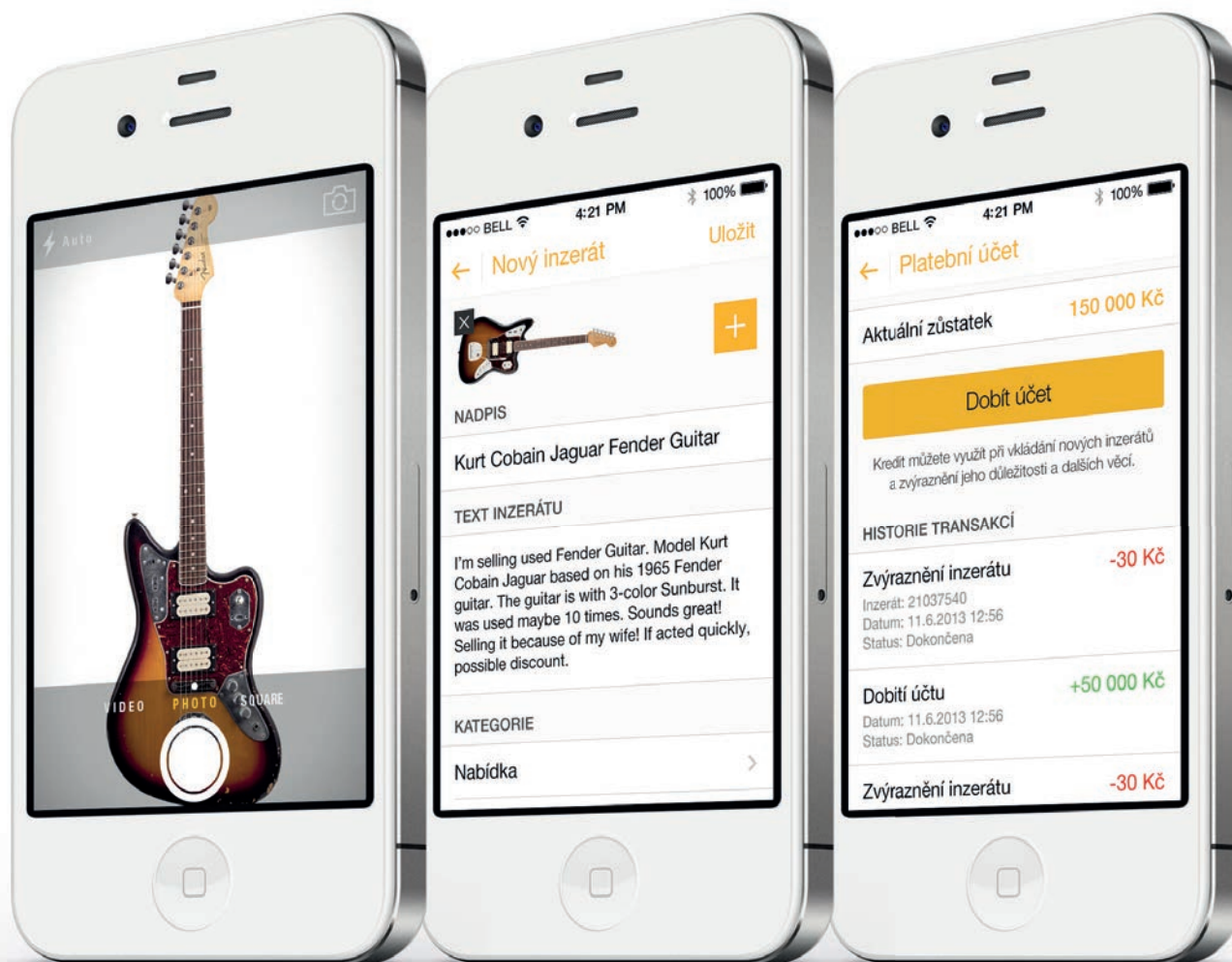








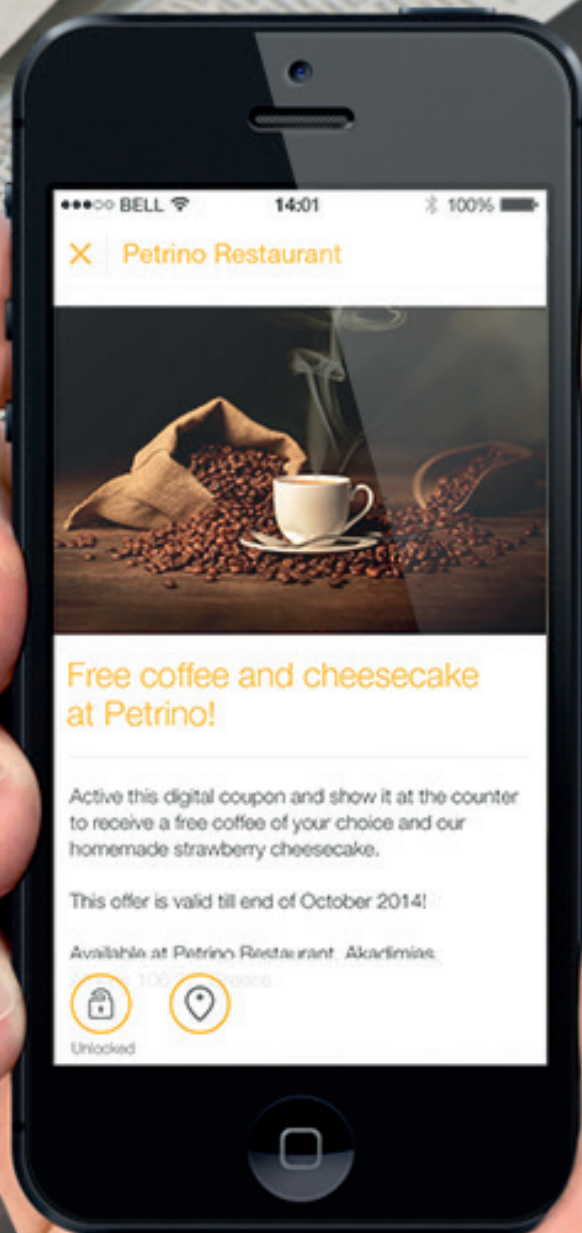
# AVAILABLE AT ALL TIMES



# PERSONALIZED CONTENT







BELL 14:01 100%

X Petrino Restaurant



### Free coffee and cheesecake at Petrino!

Active 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, Akarimias



Unlocked



100% Active



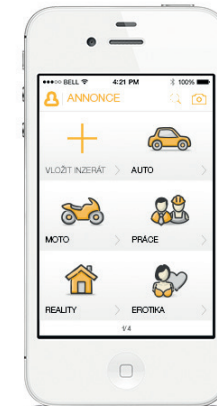
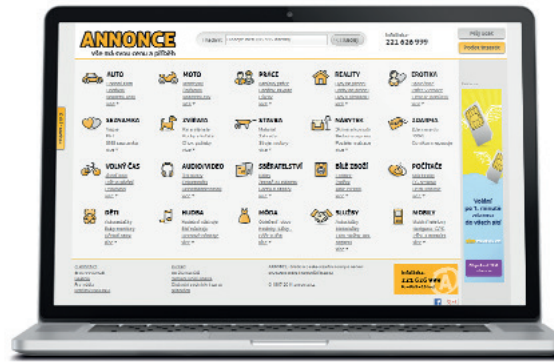
# DISCOVER NEW SEGMENTS



# MULTI-CHANNEL APPROACH



**ANNONCE**  
vše má svou cenu a příběh









**Thank you for your time!**

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hello@virgla.com \_\_ www.virgla.com