

Cross-connecting visitors and exhibits digitally

Tagging System

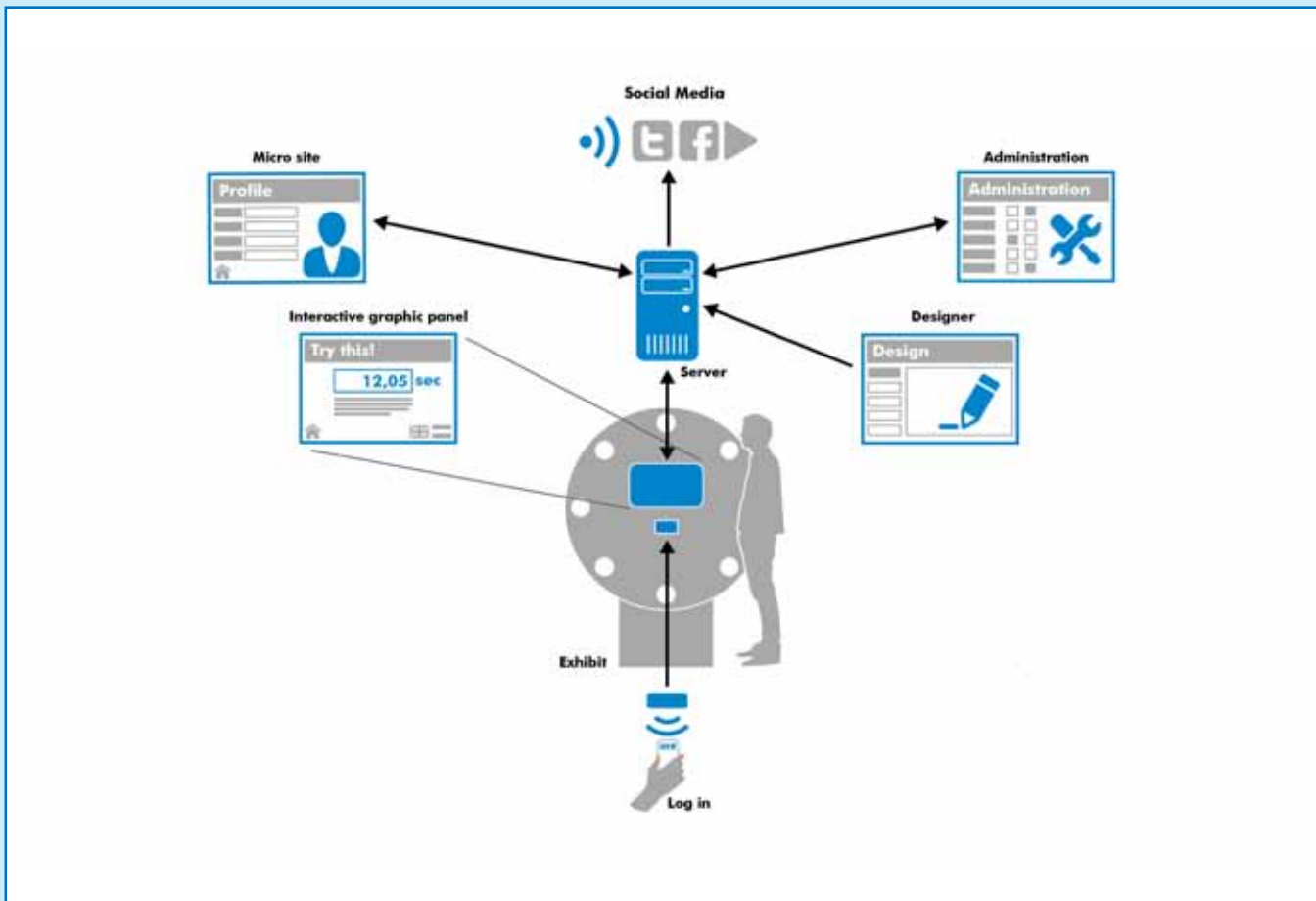
Content Management System

Microsites und Social Media

Interactive Graphic Panels

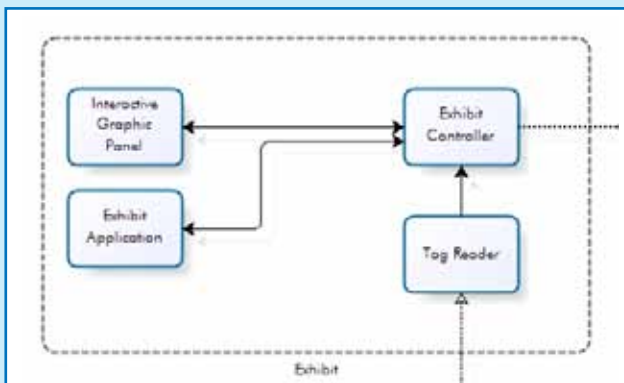
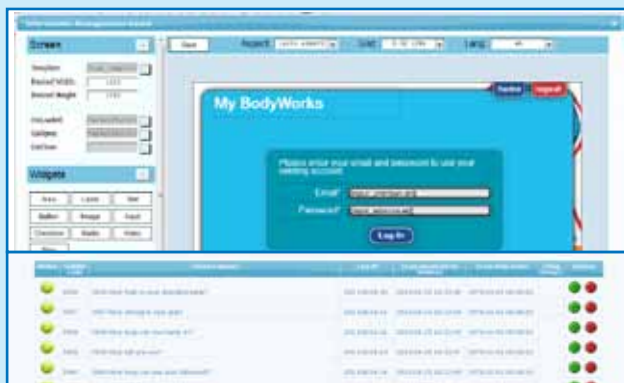
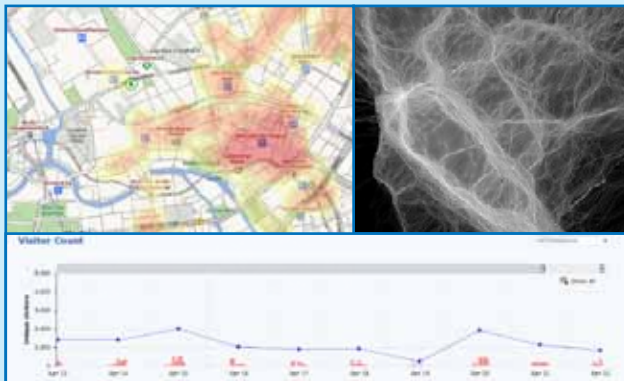
- On the one hand, the Hüttinger xtag system consists of one browser-based exhibition management, including a Content Management System (CMS), while on the other it offers the possibility to store and process visitor data by using a tagging system.

The xtag System



Benefits for the Operator

Transparency · Control · Flexibility · Marketing Opportunities



Understanding Visitors – Deriving Optimization Measures

- Collect statistical data to analyze visitor routes, dwell-time, activity patterns and interests
- In-depth analysis and classification of user types

Marketing Opportunities

- Viral marketing of stations in the Internet via social media
- Intensifying the external effect of the exhibition by representing it in the Internet
- Intensifying the relationship with the visitor

Controlling Content

- The integrated CMS offers control over the multilingual content by means of the browser-based “What You See Is What You Get” (WYSIWYG) designer
- Excel-based import and export functions for the texts
- The exhibition is always in the focus: status of exhibits, remote maintenance and power management

Incorporating Third-Party Software

- Simple networking of existing software with the system
- Integration of a wide range of possible applications

Benefits for the Visitor

Personalization · Connected Exhibition · Extending the Visit



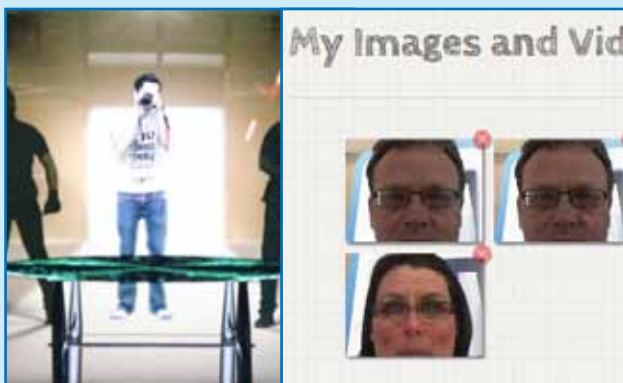
Personalization

- Be recognized as an individual person
- Store your videos, images or scores on your account
- Access your data on your personal microsite



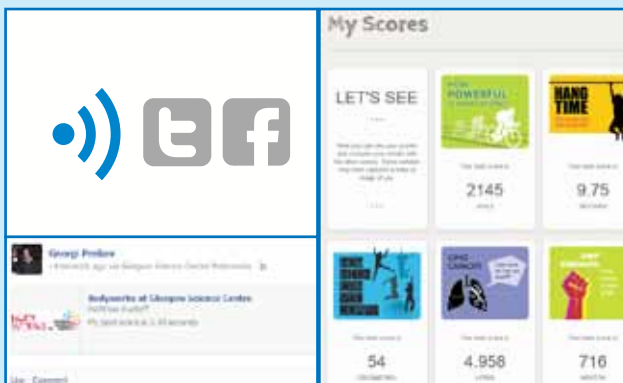
Being Addressed at Eye Level

- Get the content presented in the way you want it (for instance, small children, scientifically minded visitors or visual learner types)
- Be addressed personally



Leave a Mark

- Take up the challenge with other visitors, cracking high scores
- Create pictures, videos or leave comments
- Leave an impression and ask questions

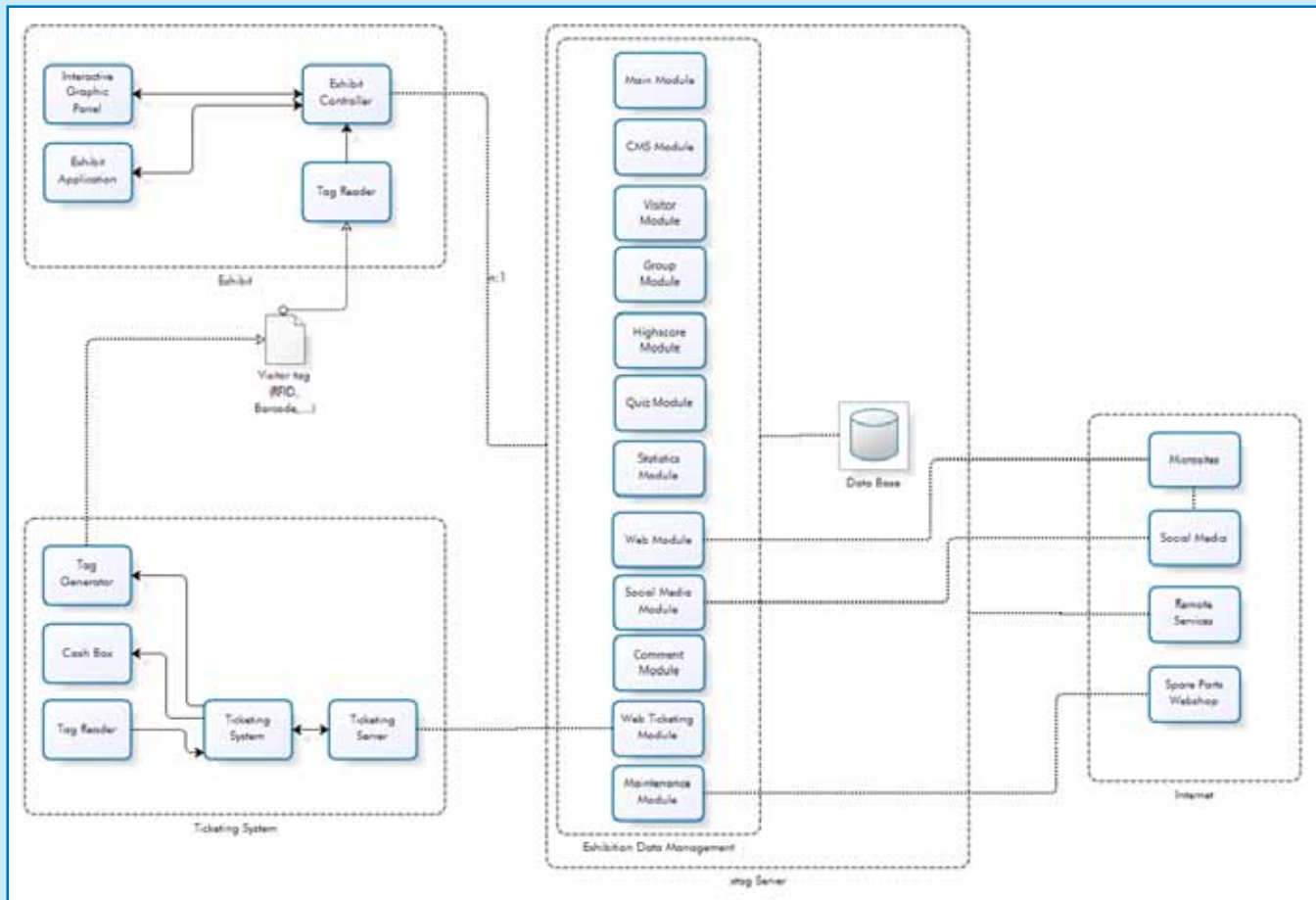


Connect with the Web

- Share your experience and media on social networks or microsities during and after the visit

In order to ensure the maximum flexibility, the xtag system is made up of individual modules. This approach enables a variety of services to be tailored to the customer's needs and requirements.

The xtag System as a Component Diagram



xtag Main Module & Hardware

Main Module

- Central xtag server software, which is controlled via an administration page in the browser as well as the underlying database

Server (Hardware)

- Tried and tested server hardware, including automatic backup mechanisms

xtag Additional Modules

CMS Module

- Control over the multilingual content through browser-based WYSIWYG designer, Excel-based import and export functions for the texts

Quiz Module

- Creating and free processing of quizzes via the xtag administration page

Visitor Module

- Storing personal and visitor-generated data

Web Module

- Provision of visitor-generated data and media on microsites

Comment Module

- Visitors may leave their comments or questions about the exhibits directly on the exhibit itself

Group Module

- Visitors form their own groups in order to compare themselves within the group or to give families a better idea

Highscore Module

- The number of points scored by the individual visitors at each exhibit are stored and can be compared with one another automatically

Social Media Module

- Sharing personal experiences and media in social networks or on micro-sites

Statistics Module

- Pre-defined statistics give an overview of a variety of data, such as walking paths, time used for individual exhibits or the visitor age distribution

xtag Exhibit Software

Interactive Graphic Panel

- The interface to the visitor within the exhibition
- Together with the CMS Module this panel enables you to create your own information terminal

Exhibit Controller

- The interface between the xtag server and the actual exhibit software for connecting third-party software and sensors and for temporarily storing data and, thus, making it available offline

xtag Services

Microsites

- After their visit, visitors can log on to the service provider's Internet page to access their personal microsite, where they can again verify the data and media and share them in social networks.
- With our expertise in this field we would be glad to create your own micro-site.

Initial Setup

- Hüttinger would be pleased to undertake the creation of the screen page and the screen design as well as to enter the content.

Training Courses

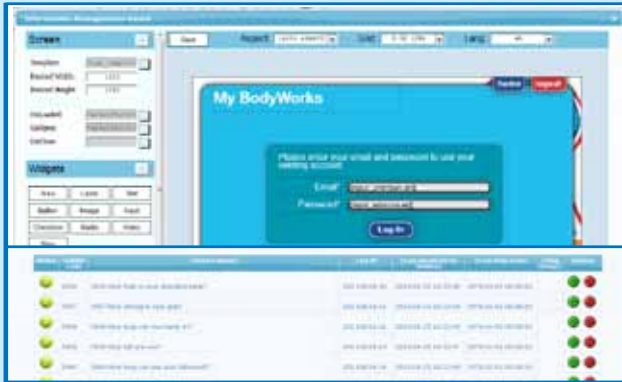
- We offer training courses that teach you how to create your exhibition yourself.

Support and Update Services

- Always keep abreast of the latest stage of development. We will gladly support you in your work with xtag via our remote maintenance and a telephone service.

Content Development

- We are ready to develop the content for your exhibition as well.



Content Management System

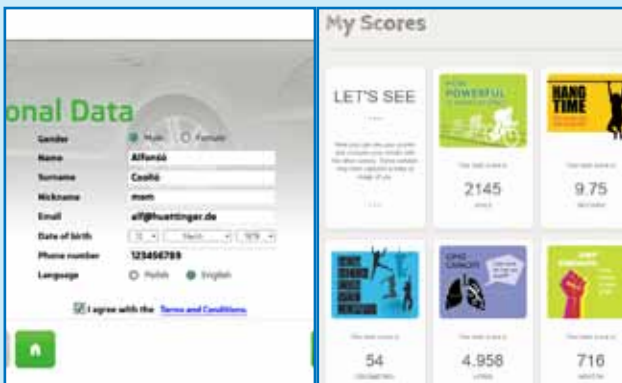
Content is created centrally via the CMS Module and then output via the Interactive Graphic Panel at the individual exhibits.

Reference projects:

- BIOPROM, European Commission (www.bioprom-net.eu)
- fahr(T)raum – Veteran Car Museum, Fahrtraum GmbH (<http://fahrtraum.at>)

Modules used:

- Main Module
- CMS Module



User Data

The xtag system can also be used for storing personal user data and media, which are generated at the exhibition.

Reference project:

- Škoda Autolab, Škoda (www.skodaautolab.pl)

Modules used:

- Main Module
- Visitor Module



Full Service Package

In order to derive the optimum benefit from the system and to maximize marketing opportunities, we recommend our Full Service Package.

Reference project:

- BodyWorks, Glasgow Science Centre (<http://bodyworks.glasgowsciencecentre.org>)

Modules used:

- Main Module
- CMS Module
- Visitor Module
- Group Module
- Highscore Module
- Web Module
- Social Media Module
- Statistics Module

Services used:

- Microsites
- Initial Setup

Scenario for Using the xtag System in the Context of an Event


- As the event approaches, visitor data are imported into the xtag system from an existing CRM (Customer Relationship Management). This is done by simple Web service calls (www.xtag.firma.de/service/addVisitor?visitorId=12345&...).
- The visitors are invited to the event. They receive a ticket which is personalized with a QR-code, RFID tag or similar.
- This ticket can be scanned at the various stations at this event. The visitor is personally welcomed by name.
- Guests who have not been invited can use an anonymous ticket to generate their own user account and create personal data, which, in turn, can be transmitted to the CRM system.
- For example, the visitor stores a configuration for a particular car at one station. At another station he uses this configuration to perform a simulation with "his" car.
- He posts his result or a photograph to his Facebook Pinwall.
- On leaving the event, he scans his QR code on his ticket and is then referred to his personal microsite, where he will find his perviously stored configuration and his photograph.


We look forward to hearing from you and would be glad to prepare an offer ideally tailored to your needs.


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