

## Kiosk Market Changes Driven By Self-Service

### Key Growth Drivers:

- Growing consumer interest
- New enhanced modes of advertising and POI
- Increased efficiencies, reduced costs, & new consumer data analytics
- The merchant-consumer paradigm is shifting across verticals

**Self-Service Market Growth** 13.2%

**Global Kiosk Market Growth** 10.9%

**Global Touchscreen Display Growth** 8.9%

### Key Growth Constraints:

- High investment costs
- Regular need for maintenance, adding cost
- Increased vulnerability to cybercrime

## Elo Simplifies & Brings Lower Cost

- Standard, Low Cost Hardware
- All-in-one compute/display unit based on mobile (Android) architecture
- Standard peripherals
- Modular mounting for maximum flexibility
- Space for customer supplied network and power components
- Automated set-up and content installation - zero touch at the device
- Continued OS updates ensure security vulnerabilities are patched periodically
- EloView: remotely control your devices out-of-the-box and lock down content



## Elo Offers Best OEM Kiosk Open Frames & Services



Flexible, Creative Designs



Top Grade Feature Set



Ease of Doing Business



Pre & Post Sales Support



BOM Costs

## Android OS Combined with EloView propels Kiosk 2.0

### Kiosk Mode/Managed OS



- Android Navigation, Status Bar and device buttons disabled
- EloView maintains an app or a webpage in the foreground
- System pop-ups disabled
- Built-in peripheral support
- Security updates

### Content Delivery/Playback



- Upload Android apps and websites (online/HTML kits) to a library
- Remotely and silently install Apps to field devices
- Apps do not need to be re-built to run on Elo platform

### Device Management



- See connection status, screenshot, device parameters
- Set a number of device settings; reboot and data reset remotely
- Deliver over-the-air (OTA) upgrades remotely and silently

### Automated Provisioning



- Device calls home upon initial startup out of the box to retrieve instructions
- Set up an app to auto-download, install and play on device connect
- Can be used to set up a third party device management or content agent

### Physical Analytics



- EloView monitors usage and effectiveness of kiosks
- Tracks total traffic data, face time (views), touches, app usage