



SONARAX

PUMP UP THE VIBE AT EVERY GAME

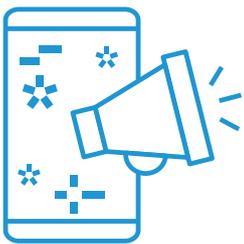
Using Your Fan's Mobile Phones

Boost Stadium Experience With Our Sonic LightShow Fan-Engagement Platform



EMPOWER YOUR FANS TO INCREASE USER ACQUISITION

As you know, the main fan experience is still the match and the stadium atmosphere, but it's mobiles that provide continuous ways for fans to feel their support is part of their team. Turn up the excitement value of your in-stadium Experience.



DIFFERENTIATE! DELIVER BETTER FAN EXPERIENCES

Instantly light up tens-of-thousands of your fan's mobiles using Sonarax's sonic wave technology to empower your fans to interact with their team and create an exciting light show spectacle!



GIVE SPONSORS & MERCHANDISE RETAILERS A NEW MEDIUM TO DISPLAY THEIR LOGOS & ADS

By providing your advertisers and sponsors new access to your fans during game, you can offer them essentially new real-estate to place proximity and experiential marketing ads.

This will increase sponsorship inventory, brand affinity with fans and revenues. Improve your value proposition to sponsors with anonymous data showing # of downloads per game, # of apps opens per game etc.



HOW DOES IT WORK?

Just drop our SDK to your existing App, and push play on your provided admin portal. The sonic codes play through your stadium's PA system to your custom-designed display. Sonic codes trigger fans' mobiles as you wish: synced lights to a rhythm or in unison, colored screens, flashes, in sections or a whole stadium. A team or a sponsor Logo light display are also available for apps that allow assigned seats' ticket sales. Low cost as it is a software solution only - There is no need for the internet, Wi-Fi, or phone network.



After integrating hundreds of software SDKs into our client's App, I can say that the integration with Sonarax's SDK was one of the better one that our mobile developers have experienced. It was quick, successful and well supported.

Aviya Weitzman,
Head of Sports Innovation
Panda O.S., software development company



For our football club and for our passionate and avidly supportive fans, we saw a unique experience that added to the excitement and delight of the stadium atmosphere. The build-up before the game was fantastic and the whole phenomena added value to our club, our fans and generally to anyone in the stadium

Lior Timor,
Head of Media
Maccabi TLV FC

THE ALTERNATIVE WAVE: DATA OVER SOUND

which are used in Wi-Fi and BT wireless communication. Sonarax' ultrasonic connectivity technology – a breakthrough wireless communication protocol.

Sonarax utilizes the speaker and microphone that is in every smartphone – and every TV and video screen, tablet, laptop, PC, cash register, vending machine, digital signage, and more – to transmit and receive data over sound waves instead of radio waves.

Sonarax works without any internet or the cellular phone network, emits no radiation, and is inaudible to humans and animals. It supports all operating systems and development environments and requires no special hardware.

ADD INTERACTIVITY TO ADVERTISING AND DRIVE CONVERSIONS, WITH SONIC LIGHTSHOW FAN-ENGAGEMENT PLATFORM



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www.sonarax.com