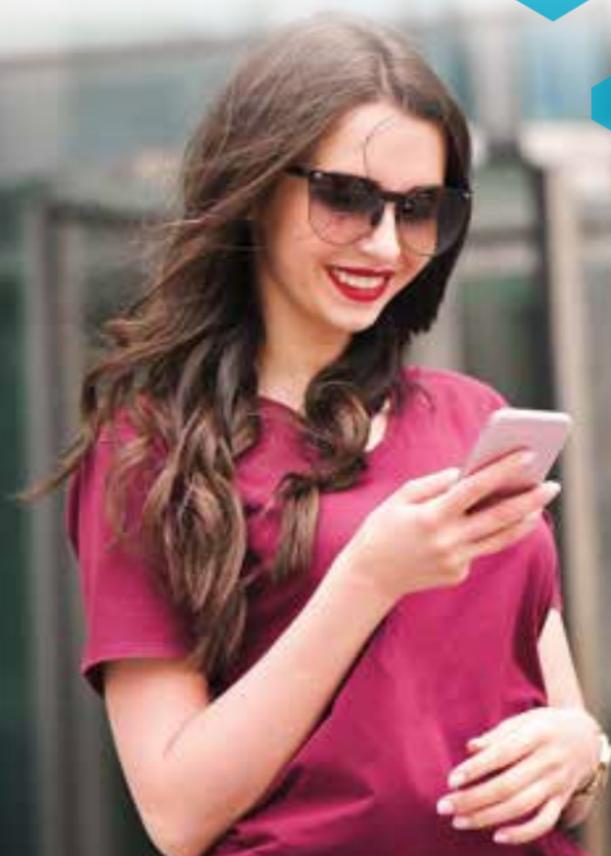




**Confident Every Step
of the Way**



Unlock a Reservoir of Intelligence at Every Point

Way+ is a specialized geospatial software by Kapcite that offers analytics data at every location across geographic areas with high footfall. By delivering location insights linked to geographical position, Way+ enhances customers' experience, and makes your business, through geotargeting, more competitive.

Find Locations Where Visitors Have Specific Wants or Needs

Way+ empowers visitors and businesses with value-added features through smartphones or special kiosks. Features include:

Navigation

Navigation services help customers with turn-by-turn directions for up to 1 meter accuracy both indoor and outdoor.

Tracking

Tracking services locate visitors and staff to provide relevant information based on real-time positioning. Data collected on visitors' whereabouts can be used for detailed analysis of visitors' behavior.

Push Notification

Push Notification service enables businesses to grow their traffic, channel their curated campaigns, and engage with users on various product suggestions like advertising upcoming sales and discount offers. This is particularly useful since it's all based on users' tracking details, profile, preferences, and shopping history.

Events & Promotions

With the widespread use of smartphones and GPS data provided by visitors, Events & Promotions is a geomarketing tool that enables businesses to target their audience with special discounts and offers based on their location.

Parking Locator

Parking Locator is a service that records car coordinates to ensure a quick exit.

Analytics

Analytics serve businesses with an easy access to heatmaps and analysis tools to visualize and analyze application usage and footfall data by time periods, day, zone, and more.

Augmented Reality

Augmented Reality service enriches the real-world experience with interactive digital communication.

Information at your Fingertips

Way+ solution is delivered via an Information Desk and a Mobile App.

Information Desk

Way+ can be easily accessed on an information desk touch screen, offering visitors an interactive wayfinding solution. Features include highlighting points of interests and a dynamic directory that classifies stores based on their name, category and much more.

Mobile App

Way+ can be accessed on mobile, delivering great location-based features and improving the user's experience.



Brought to you by K&A

Way+ is a geospatial software by Karcite, a solution of Khatib & Alami (K&A). Karcite is a pioneer of efficient technology with three decades of experience, tapping into the potential and usefulness of Geographic Information Systems across governments, businesses, clients, and users.

For more information, please visit www.karcite.com



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