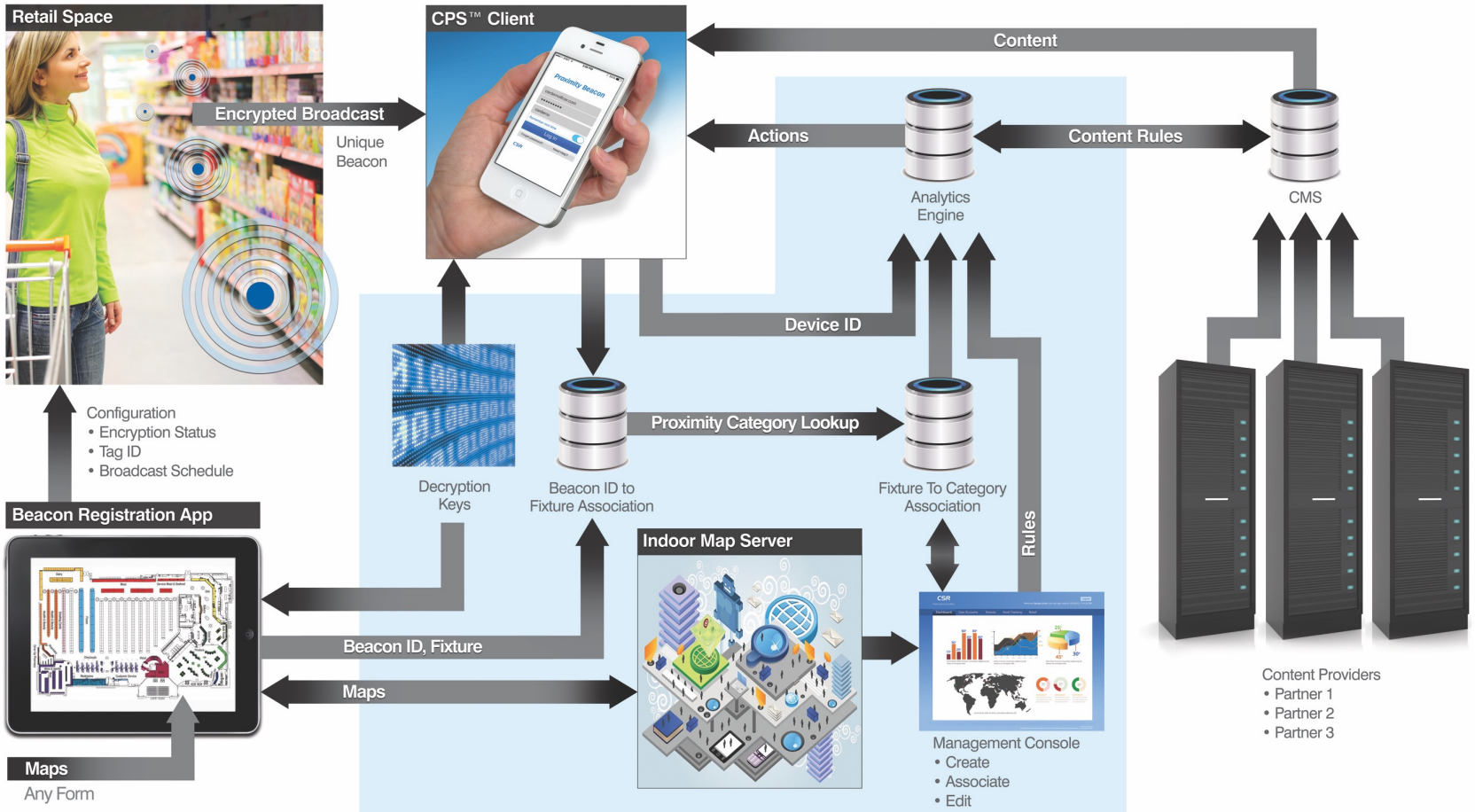
CSR

Push every boundary.®

CSR Proximity Services Platform

Retail / Healthcare / Home Automation / Industrial Automation

CSR Proximity Solutions



CSR: Solving the challenge and delivering innovation

- Provider of multifunction semiconductor platforms for:
  - Voice & Music
  - Automotive Infotainment
  - Imaging
  - Bluetooth Smart
  - Indoor Location
- Deliver solutions to the largest and well known global companies
- Experts in radio and board design
- Designers of the first directional BLE beacon with mesh
- BLE Mesh launced
- Proximity Services now being offered

CSR Proximity Services Platform

- Transforms IoT hardware into usable end-to-end applications
- CSR IOT strategy begins centered around Bluetooth Low Energy proximity (beacons)
- Expanding to leverage CSR mesh for command & control and asset tracking
- Covers all components
  - Chip firmware
  - Reference hardware
  - Mobile app SDKs
  - Cloud platform
  - Analytics and management consoles (Web and apps)

Platform Releases by Vertical

Open developer retail platform

Health care

Home automation

Industrial automation

Connected car

CSR Proximity Services Platform

From chip to cloud

Silicon

IoT Device

Service Platform

Integrator / Support

Customer

CSR

CSR Dev Units

CSR

App Developer

Customer

3rd Party Services

CSR Certified IoT Supplier

CSR Proximity Services

Indoor positioning and wayfinding

Asset tracking

Beacon alerts

CSR Proximity Service

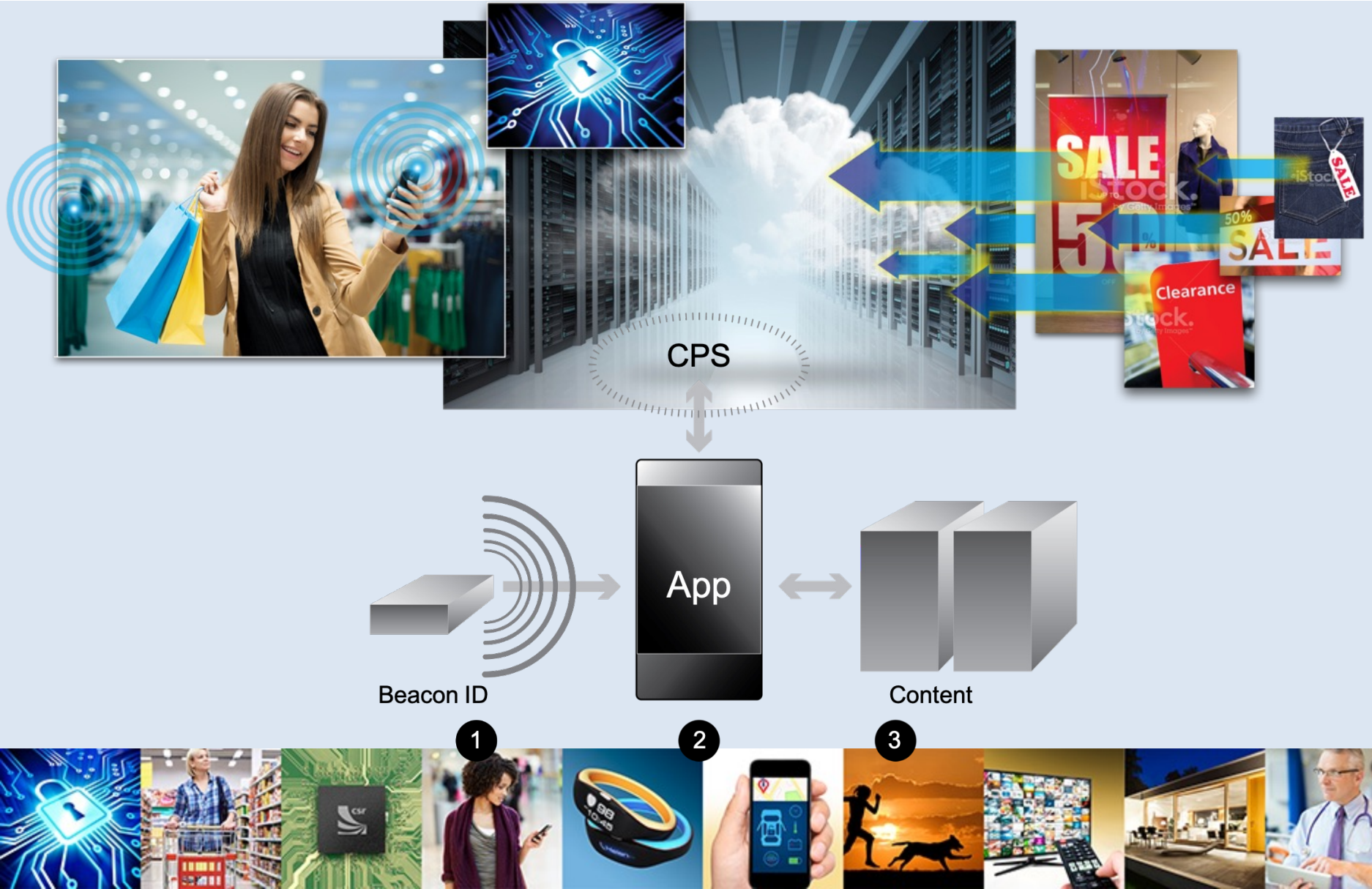
Simplified development of app with proximity / contextual services

- Mobile SDK for iOS7+ and Android 4.3+
- RESTful Server API
- Beacon configuration iPad app
- Customer Web console
- Sample app
- Kingfisher developer beacons
- Management of one to many locations
- Multi-level account management roles
- Content Management System (CMS)
- Analytics and tracking
- Multi-tenancy

Platform proximity functionality

- Determination of user proximity to micro-locations and items in the vicinity of the user
- Retrieve content relevant to the specific micro-location
- Author relevant content for targeting specific micro-locations
- Import maps of indoor environments

Architecture flow



CSR Proximity Services Platform Applications

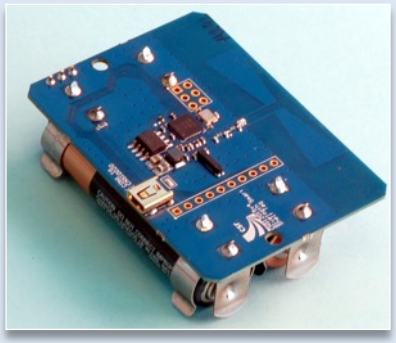
Infinite uses in industry and commerce today

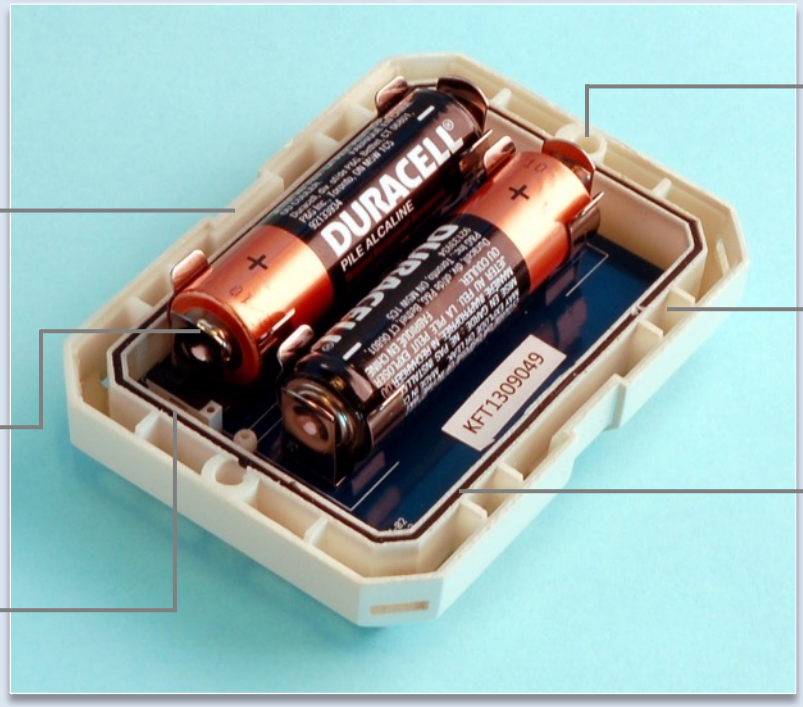
- Medical
- Retail
- Emergency services
- Disaster recovery
- Home automation
- Industrial automation
- Enterprise / office / fleet

Improve interaction value and experience for end-user • Collect actionable data
Provide new revenue streams • Tracking • Points of interests • Social • Security
Command and control through CSRmesh

CSR Proximity Beacon Reference Design

- 3rd generation design
- Shock resistant
- Compact design
- Resistant to dust and moisture
- Easily affixes to most fixtures





Bolt and nut guides for secure install

Shock resistant case blends into environment

Zip tie guides for quick install in difficult locations

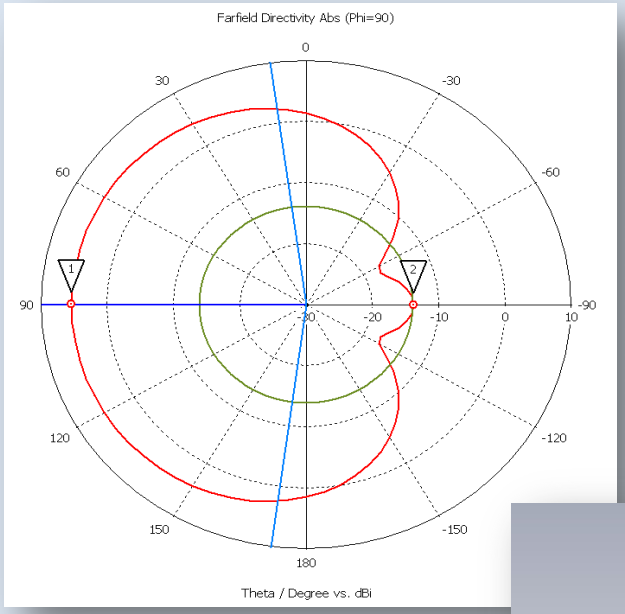
2 AA batteries for 4 years of performance

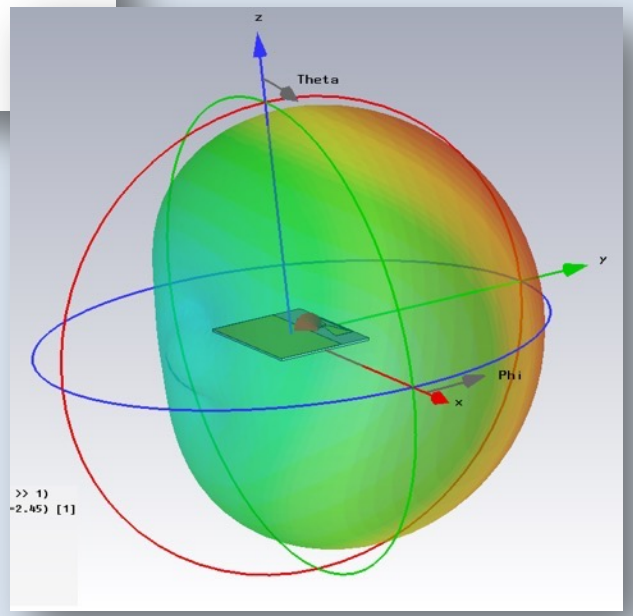
Grommet seal for moisture and dust resistance

On / Off Switch

CSR Proximity Beacon Reference Design

- Targeted proximity: patented antenna reduces zone bleed and enables customers to target only their intended areas of interest





Getting started

- Developing
  - Go to developer site (coming July 2014)
  - Create account
  - Order beacons
  - Download APIS
  - Request trial
  - Manage maps / beacons / associations / content
- Samples
  - Evaluation kit available today
  - SDKs
  - Sample Beacons
  - Demo App

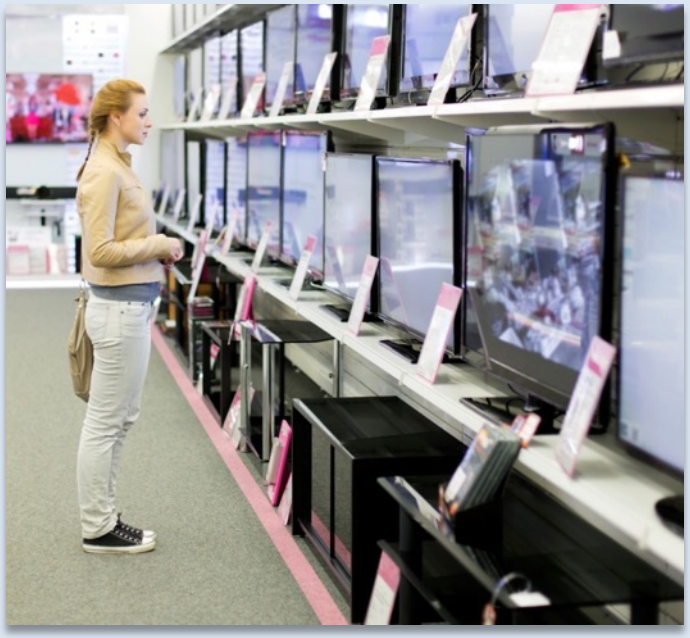
Getting started

- Deploy beacons
  - 5 hours for beacon placement covers a retail space of ~100,000sqft
  - Assume 300 Beacons
  - Easily deploy using:
    - Tablet based app for associations (OTA)
    - Web Portal for ingesting map and creating category segments
- Sign up for a trial
  - Limited availability remains for 2014
  - Recommend single store w/ 25 beacons
  - Production target - Q4 2014

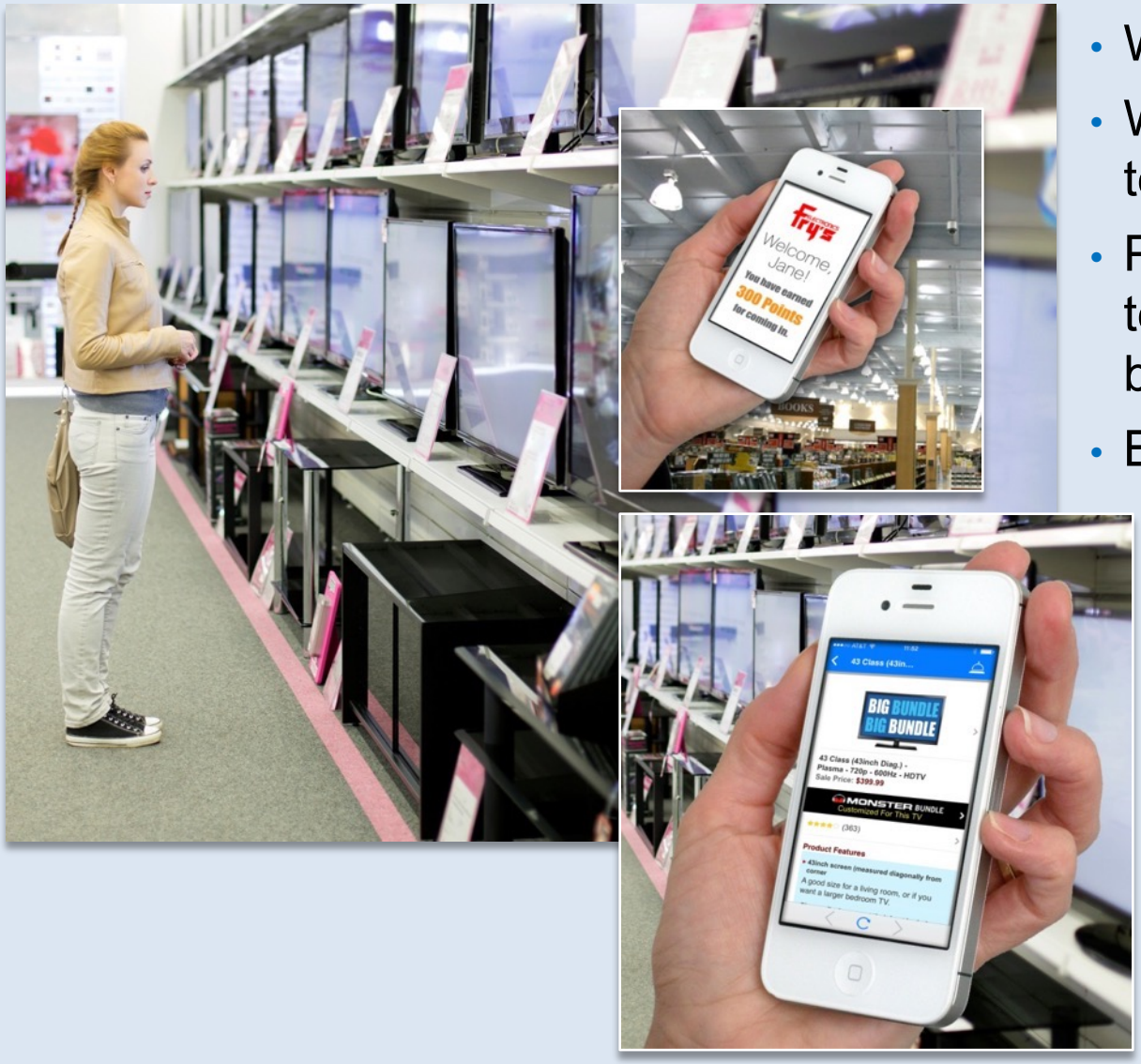
Multiple use cases with single backend

Each of the following use cases depicts unique scenarios within medical and retai

- The services are delivered by a single backend enabling unique customer experiences as managed by you or your developer
- The key elements served by these contextual proximity services are:
  - Alerts
  - Way finding
  - Events and rules
  - Micro-location pop-up
  - Security and access to data
  - Content delivery



Retail use case: buying a television



- Welcome alert
- Way finding to television department
- Proximity content in television department / beacon associations
- Bundle promotions

Hospital use case: a caregiver app

- Welcome alert
- Way finding to reception desk
- Proximity content at reception desk / beacon associations
- Medication status

CSR

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THANK YOU.