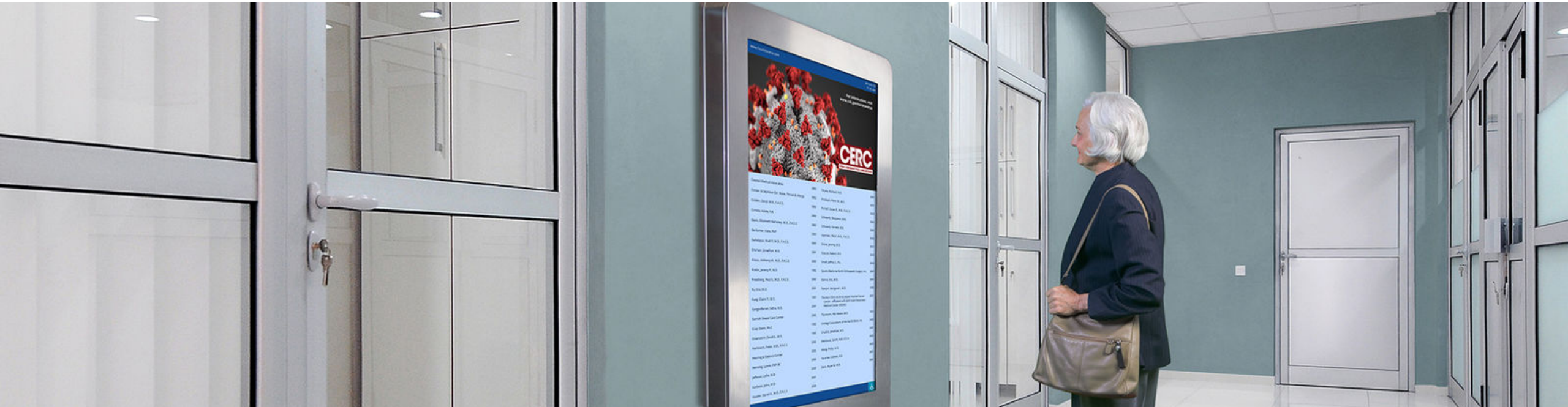
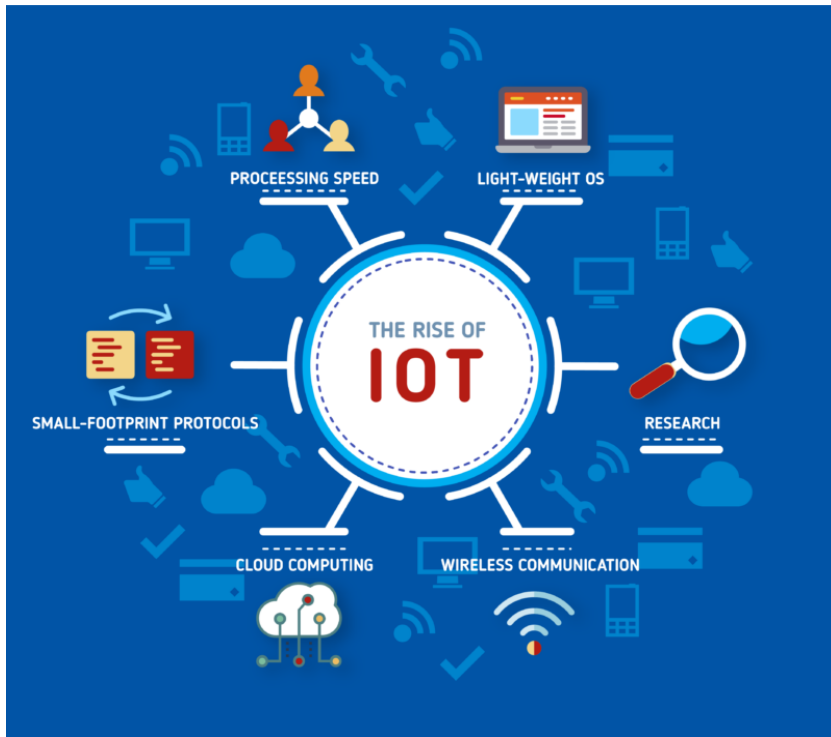


# New Normal Trends for the Post-COVID Era

- Increasing need for “non-contact” experiences
- Need to establish social distancing norms
- Need to meet people where they are
- Agility matters more than ever
- Operations are changing daily
- Empathy matters



# REDYREF: Leveraging the Intersection of 3 Converging Technology Trends



IoT and Smart Buildings



Digital Signage and Digital Directories



PropTech and CRETech

# Five Solutions for the New Normal: Ready Today

1. Touchless Interactive Experiences
2. Always-On Dynamic Messaging
3. Mandatory Safety and Health Messaging
4. Contactless Visitor Management
5. Contactless Virtual Concierge





# Solutions for All Vertical Markets



Commercial Real Estate

Medical Buildings & Campuses



Mixed Use & Retail Spaces

Hospitality & Enterprises





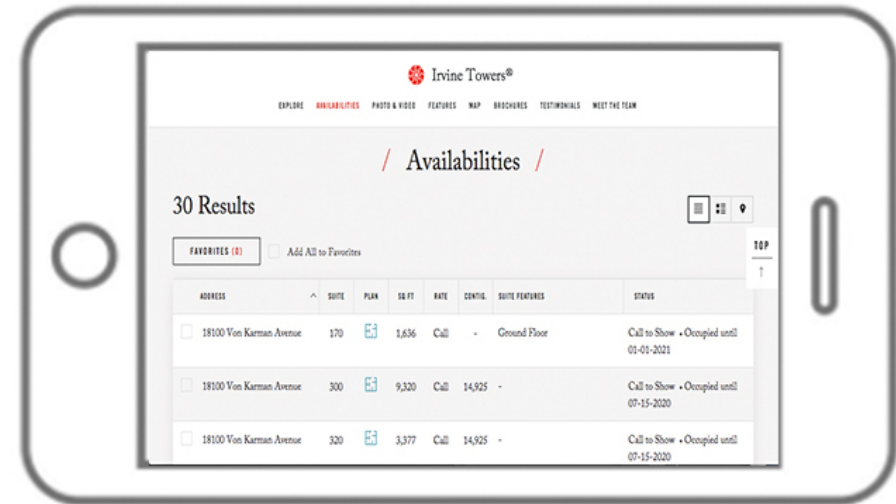
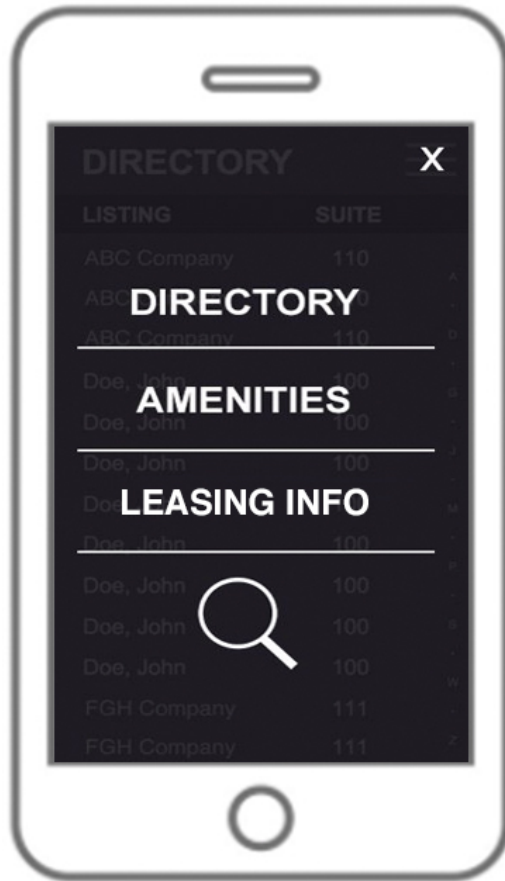
# 1. Touchless Interactive Experiences:

## Mobile Directory and Mobile Wayfinding



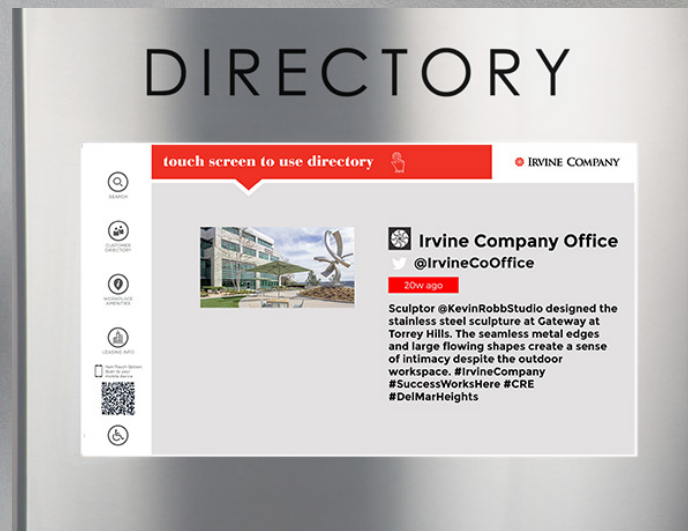
- Offer users access to information without requiring the use of public touch screen by sending content to private mobile devices
- Seamlessly replicate all kiosk and signage functionality/interactivity, including directory, wayfinding, and advertising content
- Enable users to find offices, individuals, services, and amenities while maintaining social distancing
- Reduce costs and risks associated with in-person visitor management and customer service agents

# Mobile Directory and Wayfinding Experiences





# Bold or Subtle QR-Code Prompting for Users





# Analytics Remain Available Even When Users Choose Mobile



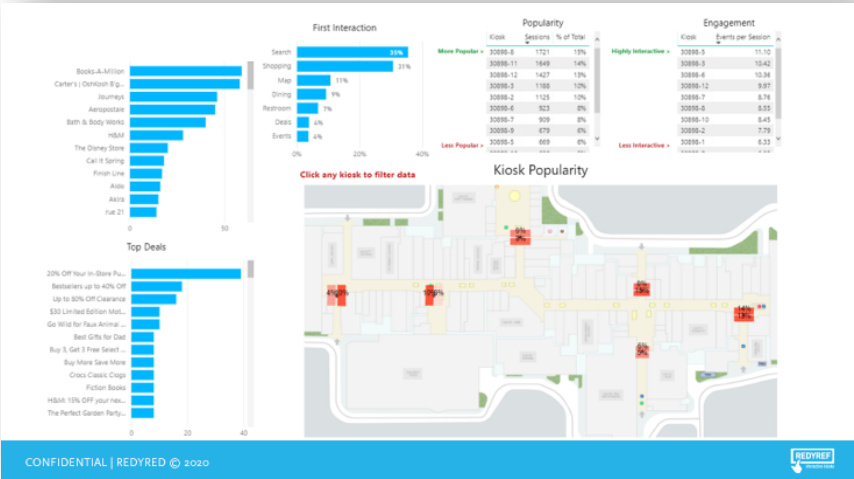
Interaction Analytics



Mobile Analytics



Sensor / Camera Analytics



Interaction Analytics

Mobile Analytics

Camera / Sensor Analytics

- Key Insights:**
- Usage at display
  - Time/Date usage
  - Abandon rates and click-throughs
- Interaction Analytics AND:**
- Location information
  - User data
  - Ongoing secondary marketing
- Mobile and Interaction AND:**
- Dwell time
  - Active vs Passive Users
  - Demographics
  - Proximity and Environmentals

## 2. Always-On Dynamic Messaging

- Keep up with information that changes daily, sometimes hourly, without resorting to paper flyers
- Display CDC, state and mandatory safety notices on large format digital signage boards
- Make listings and notices easily visible at a glance from a safe social distance

30 Lawrence Road, Broomall, PA 19008  
General Phone: (484) 446-3600

Managed by:  
General Phone: 484-446-3600

Leased by:  
General Phone: 484-446-3600

Currently: 75°  
11:02

Practice	Suite	Practice	Suite
Broomall Imaging	300	Center for Minimally Invasive & Bariatric Surgery (Continued)	
CAT SCAN	300	Tohamy, Aley, M.D.	700
DEXASCAN	300	Zhitnikov, Sergey, M.D.	700
MAMMOGRAPHY	300	CK Urgent Care	100
MRI	300	Austin, Laura, M.D.	201
PEYCT	300	Chowdhury, Nabila, M.D.	201
ULTRASOUND	300	Ennis, Peter, M.D.	201
XRAY	300	Flounders, JoAnn, CRNP	201
Cardiac Imaging	801	Mikhail, Michael, M.D.	201
Campbell, Kimberly, M.D.	801	Roush, Jr., Robert, M.D.	201
Kornienko, Walter, M.D.	801	Sheng, Stephen, M.D.	201
LaPorta, Edward, M.D.	801	Spradino, John, M.D.	201
Raff, H. Barry, M.D.	801	Spradino, Jr., John David, M.D.	201
Sharma, Sandeep, MD	801	Crozer-Keystone Family Care and Women's Health	500
Cardiology Consultants of Philadelphia	800	Cheng, Yun-Lin M.D., OB/GYN	500
Campbell, Kimberly, M.D.	800	Jacobson, Barry, M.D., OB/GYN	500
Kornienko, Walter, M.D.	800	Judice, Whitney, DO	500
LaPorta, Edward, M.D.	800	Louka, Elizabeth, M.D., OB/GYN	500
Raff, H. Barry, M.D.	800	Mostone, Stephanie, DNP, CRNP, FNP-BC	500
Raza, Muhammad, M.D.	800	Pharamond, Camilla ChM	500
Sharma, Sandeep, M.D.	800	Poll, Rachael, DO, MPH	500
Cardiothoracic Surgeons of Delaware County	700	Reynolds, Lloyd, M.D., OB/GYN	500
Geller, Charles, M.D.	700	Schaefer, Jacqueline, D.O., Family Medicine	500
Center for Minimally Invasive & Bariatric Surgery	700		
Masciantonio, Kaitlin, MA, RD, LDN	700		

### SHARE FACTS ABOUT COVID-19

Know the facts about coronavirus disease 2019 (COVID-19) and help stop the spread of rumors.

**FACT 1** Diseases can make anyone sick regardless of their race or ethnicity.

Fear and anxiety about COVID-19 can cause people to avoid or reject others even though they are not at risk for spreading the virus.

**FACT 2** For most people, the immediate risk of becoming seriously ill from the virus that causes COVID-19 is thought to be low.

Older adults and people of any age who have serious underlying medical conditions may be at higher risk for more serious complications from COVID-19.

**FACT 3** Someone who has completed quarantine or has been released from isolation does not pose a risk of infection to other people.

For up-to-date information, visit CDC's coronavirus disease 2019 web page.

**FACT 4** There are simple things you can do to help keep yourself and others healthy.

- Wash your hands often with soap and water for at least 20 seconds, especially after blowing your nose, coughing or sneezing, going to the bathroom, and before eating or preparing food.
- Avoid touching your eyes, nose, and mouth with unclean hands.
- Stay home when you are sick.
- Cover your cough or sneeze with a tissue, then throw the tissue in the trash.

**FACT 5** You can help stop COVID-19 by knowing the signs and symptoms:

- Fever
- Cough
- Shortness of breath

Seek medical advice if you:

- Develop symptoms AND
- Have been in close contact with a person known to have COVID-19 or if you live in an area with ongoing spread of COVID-19.

[cdc.gov/COVID-19](https://www.cdc.gov/COVID-19)

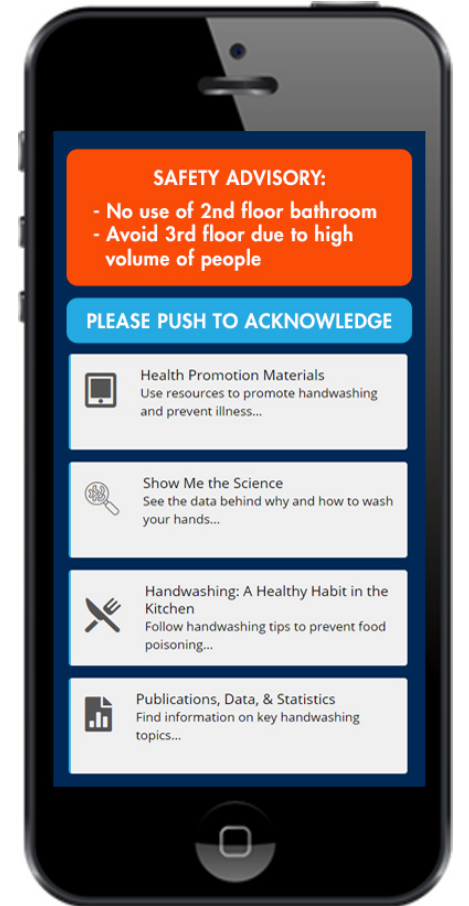
Thursday, August 8, 2019 8:21 AM

Welcome to Crozer-Keystone at Broomall



# 3. Mandatory Safety and Health Messaging

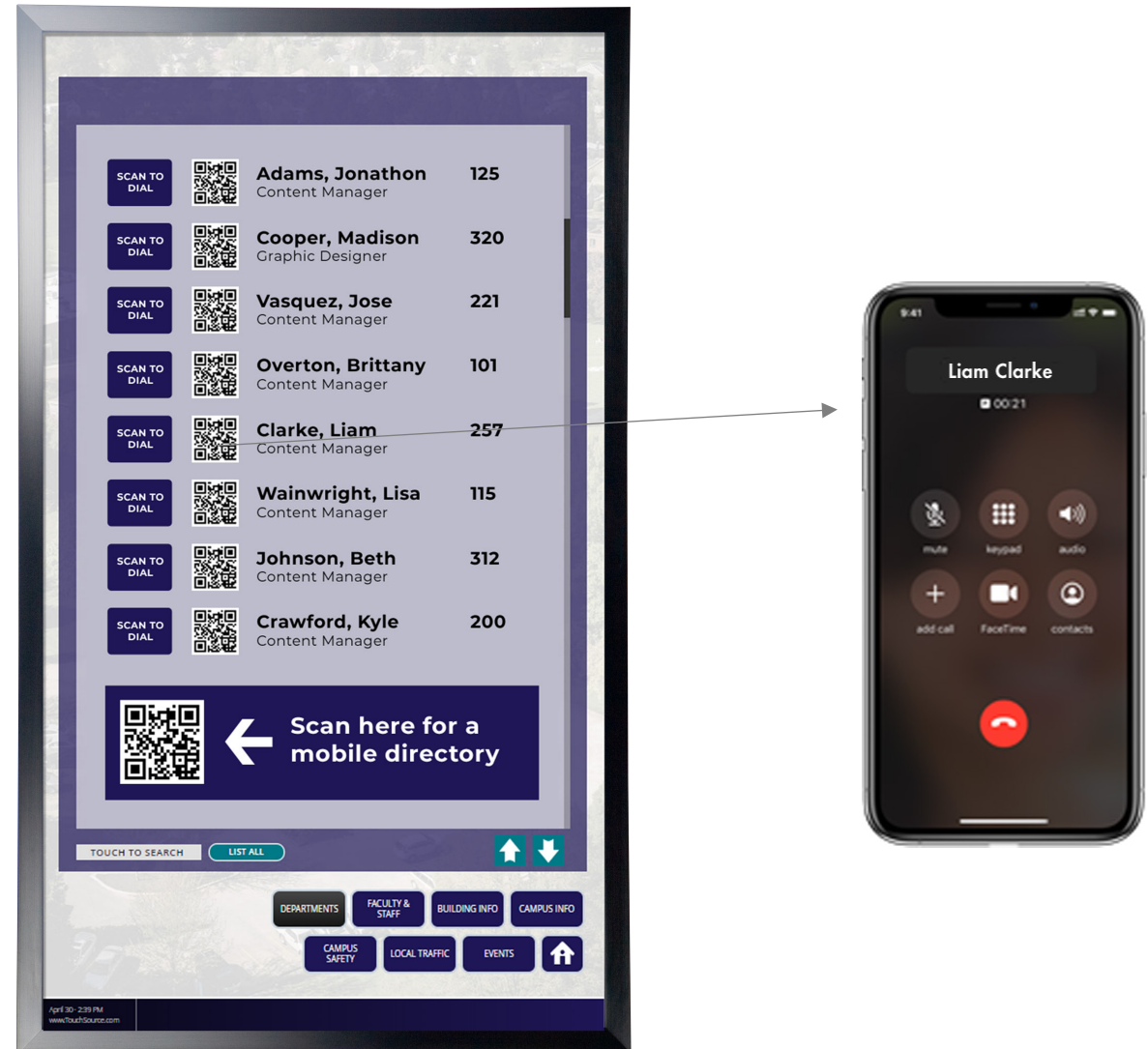
- Display mandatory public health and safety information throughout your building
- Update messages easily to keep in compliance
- Provide visitors/guests with optional or mandatory scan-to-mobile information interactivity
- Track scanning rates and engagement with health and safety messaging





# 4. Contactless Visitor Management

- Reduce the risk of overcrowding through easy contact options
- No touch required; all calling is launched through personal mobile phones
- Call or text to notify tenants without engaging front-office staff
- Analytics show number of calls, texts, and visitor engagements



# 5. Contactless Virtual Concierge

- Provide assistance and support to visitors and guests while maintaining social distancing
- Make the most of human resources across your facilities while maintaining high standards of service
- Migrate functionality to fully touchless or enable customer assistance via the touch of a single push-button

