



NOMi Mobile SDK for iOS

Microlocation Marketing For The Enterprise

BRING YOUR STORE TO LIFE

ECommerce vendors continue to steal market share from brick-and-mortar businesses by offering lower prices and convenient shipping. To remain competitive, offline retailers need to provide a more compelling shopping experience that stimulates each of the five senses.

NOMi Mobile enhances the in store experience by allowing loyal customers to unlock rewards, product reviews and services in real time as they browse your aisles.

To access proximity aware in-app messaging, retailers deploy Nomi's Bluetooth LE beacons and integrate the company's SDK into its mobile app.

COMPETE ON CUSTOMER EXPERIENCE

The NOMi SDK for iOS makes it easy for native iOS developers to collect location-based engagement data and interact with customers through

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their mobile applications. NOMi partners can then leverage the NOMi Dashboard to:

- Overlay application adoption and usage with other in-store metrics like the number of visits, visit duration and frequency.
- Engage customers in-store using personalized, context-based notifications.

NOMI DELIVERS A SOLUTION, NOT A FEATURE

Nomi's robust Location Platform offers interior analytics and proximity marketing in a single solution. Only NOMi provides the ability to analyze and optimize customers' complete path to purchase. By integrating clients' existing CRM, BI, and POS systems, NOMi provides a single, comprehensive view of the customer across all channels.

ENTERPRISE-GRADE INFRASTRUCTURE

Nomi's team has spent the past decade building world class enterprise software at Salesforce.com and Buddy Media. Only NOMi offers secure, enterprise-grade beacon management tools that automatically alert you when sensors go down or battery life nears depletion.

INFLUENCE DON'T ANALYZE

Nomi's real-time proximity aware messages offer the opportunity to influence purchase decisions before checkout. Traditional loyalty programs wait until a customer transacts out to offer incentives. By then, it's often too late to upsell or cross-sell a customer.

FEATURES

Messaging

Proximity Marketing

Enrich the in store experience for your most loyal customers with in-app marketing triggered by proximity to products on the shelves.

Real Time Interactivity

Nomi's unique design eliminates any delay in proximity based promotions. That means you reach customers with the right message at the right time, every time.

Rules Engine

Nomi's rules engine puts you in control of your proximity based promotions. You define who receives what message.

In-App Convenience

Reward customers who have downloaded your mobile app with additional in-app services such as reserving a fitting room or pre-order for in-store pick up.

Management

Geo-fencing

Nomi's flexible geo-fencing allows you to define the radius of in-app messaging by inches, feet, or dozens of feet depending on the goal of your campaign.

Tap To Trigger Functionality

Allow customers with your mobile application to unlock additional rewards by tapping their device to in store kiosks- register for sweepstakes or view product reviews.

Easy Installation

NOMi designed the market's smallest beacons to facilitate hassle free deployment. Place a beacon in POP signage, product display or at the cash wrap to offer enhanced in-app interactions.

Unified Reporting

NOMi reports the results of all your marketing campaigns, including proximity based promotions, in a single dashboard. Easily assess the performance of your overall marketing strategy in a single summary.

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HOW IT WORKS



NOMi SDK

The NOMi SDK for iOS is integrated to a branded apps and sends lightweight, secure (HTTPS) events to the NOMi Cloud for processing.



Bluetooth Low Energy Beacons

When a mobile device with a mobile app powered by the NOMi SDK interacts with a beacon, the NOMi SDK for iOS may initiate context-based push notification.



Cloud-based Dashboard

Store managers and stakeholders then securely access reports through a standard web browser with app usage overlays.

BLUETOOTH LE HARDWARE

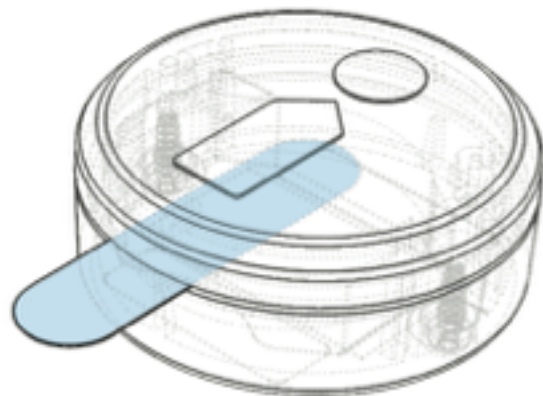
You may want to turn beacons on and off to simulate enter and exit events during your tests.

To turn on:

Remove pull tab (highlighted) from beacon. Save pull tab to disable beacon in the future.

To turn off:

Re-insert pull tab to same slot until fully in.



Note: In order to conserve battery life, beacons are shipped in “off” mode and require activation upon receipt. There is a delay between start and enter events happening in the application (up to 10 minutes) - this is a result of IOS interactions

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INSTALLATION

Installing the NOMi Beacon SDK for iOS is easy and simple. After it has been configured in your application, the dashboard statistics will include an overlay of app usage.

To get the NOMi SDK for iOS up and running an iOS application, follow these two simple steps:

1. Add NOMi headers and libraries to your project

Download the NOMi Beacon SDK Framework (`NomiBeaconSDK.Framework`) for iOS, add it to your project directory, and add it to your application target's linked libraries.

The NOMi Beacon SDK for iOS uses the `CoreLocation` and `CoreData` frameworks, so you will need to add the following to your application target's linked libraries:

`CoreLocation.framework`
`CoreData.framework`

2. Initialize the NOMi engine

To initialize the engine, import the `NomiBeaconSDK.h` header, implement the `NomiBeaconManagerDelegate` protocol, and initialize the `NomiBeaconManager` with your delegate and NOMi App ID:

```
#import <NomiBeaconSDK/NomiBeaconSDK.h>
@interface ViewController () <NomiBeaconManagerDelegate>

@end

...

- (void)viewDidLoad {
    [super viewDidLoad];

    // Initialize Nomi SDK
    NomiBeaconManager *beaconManager = [NomiBeaconManager sharedInstance];
    [beaconManager setDelegate:self];
    // Use the App ID supplied to you by Nomi for this application
    [beaconManager startBeaconMonitoringWithAppID:@"<Your Nomi App ID>"
                                             authKey:@"<Your Nomi API Key>"];
}
```

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```
// Recommended: You can submit user-specific data from your app to
// Nomi to have more granular queries on your tracked data

// Any data can be submitted but suggested
// * user_id (email, or other unique user identifier)
// * name
// * dob (date of birth)
// * gender
NSMutableDictionary *userInfo = @{
    @"user_id" : @"nomi@suburban.com",
    @"name": @"Nomi",
    @"dob": @"10/22/13",
    @"gender": @"male" };
[beaconManager submitUserInfo:userInfo];
}
```

REGISTERING FOR EVENTS

To get the most of the NOMi Beacon SDK, you'll want to take advantage of the callbacks provided by the **NomiBeaconManagerDelegate**. Simply adopt the **NomiBeaconManagerDelegate** protocol and implement any of the callbacks you are interested in receiving.

Entering and Exiting a Location

You will receive these callbacks when entering or exiting the range of Nomi's beacon advertisements. These callbacks will fire even if the app is in the background or not running, causing the app to wake up and allowing for a short period of processing time. A common use might be to fire a local notification to say

"Welcome" or "Farewell". The exit callback also includes the amount of time spent within the region. Along with the message, comes data about the location as well as the user's history with the location.

```
#import <NomiBeaconSDK/NomiBeaconSDK.h>

@interface ViewController () <NomiBeaconManagerDelegate>

@end
```

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```
...

#pragma mark - NomiBeaconManagerDelegate callbacks

- (void)didEnterLocation:(NomiLocation*)location
{
    // Welcome user to a location with a notification
    UILocalNotification *notification = [[UILocalNotification alloc] init];
    notification.alertBody =
        [NSString stringWithFormat:@"Welcome to %@!", location.name];
    notification.soundName = UILocalNotificationDefaultSoundName;

    [[UIApplication sharedApplication] presentLocalNotificationNow:notification];
}

- (void)didExitLocation:(NomiLocation*)location afterTime:(NSTimeInterval)seconds
{
    // If this is the user's first visit and she/he spent
    // more than five minutes at the location, say "Farewell"
    if (location.stats.visits.count == 1 && seconds > 300)
    {
        UILocalNotification *notification = [[UILocalNotification alloc] init];
        notification.alertBody = @"Farewell";
        notification.soundName = UILocalNotificationDefaultSoundName;
        [[UIApplication sharedApplication] presentLocalNotificationNow:notification];
    }
}
```

Ranging a Beacon

You will receive the ranging callback under a couple conditions:

1. Your app is in the foreground and you are inside Nomi's beacon region
2. The device is locked or your app is in the background and the device just entered a NOMi beacon region (will range for ~10 seconds)

Ranging offers two valuable pieces of information provided by the **NomiBeacon** class: RSSI and proximity zones. The RSSI value is the signal strength between the device and the beacon. Proximity zones are defined as follows:

- Unknown - iOS cannot determine where the device is in relation to the most recently ranged beacon (usually meaning the device is outside of range)

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- Tap - The device is very close (within inches) to the beacon and can be used for tap interactions
- Near - The device is within a few feet of the beacon
- Far - The device is distant from the beacon but still within advertisement range

Information about the user's current zone is available to you.

Using this information, you can create an engaging experience for the app user.

CLASS REFERENCE

NomiLocationStats

inherits from	NSObject	
properties	visits	NSMutableArray

NomiLocation

inherits from	NSObject	
properties	name	NSString
	address	NSString
	stats	NomiLocationStats

NomiBeacon

inherits from	NSObject	
properties	proximity	BeaconProximity
	rsi	NSInteger

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RULES & NOTIFICATIONS

Rules and notifications will be featured in a coming release due Q3 2014.

TECHNICAL SPECIFICATIONS

Dimensions	1.457 in. D x 0.551 in. H 37mm.Dx14mm.H
Weight (including standard battery)	16 g 0.564 oz
Range	100 feet 30 meters
Broadcast Interval	1.5 seconds
Battery Life	2 years

Model: 2617
FCC ID: 2ADER-2617
IC: 11584A-2617

Pursuant to FCC 15.21 of the FCC rules, changes not expressly approved by NOMi Corporation, Inc might cause harmful interference and void the FCC authorization to operate this product.

This product complies with FCC OET Bulletin 65 & Industry Canada's RSS-102 radiation exposure limits set forth for an uncontrolled environment

This device complies with Part 15 of the FCC Rules and Industry Canada license-exempt RSS standard(s). Operation is subject to the following two conditions: (1) This device may not cause harmful interference. and (2) this device must accept any interference received, including interference that may cause undesired operation.

Cet appareil est conforme à des règlements d'Industrie Canada exempts de licence standard RSS (s). Son fonctionnement est soumis aux deux conditions suivantes: (1) Ce dispositif ne doit pas causer d'interférences nuisibles, et (2) cet appareil doit accepter toute interférence reçue, y compris les interférences pouvant entraîner un fonctionnement indésirable.

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SUPPORT

For more information, contact us at support@nomi.com