



# The SmartCone Beacon Solution

## The Ultimate Silent Salesman

### Automating the least productive sales tasks

Car salesmen spend a lot of time waiting for customers or serving “tire-kickers”, who are early in the sales process. Their time is best spent in front of the customer who is ready to talk more specifically about their needs.

In addition, some customers like to visit the lot after hours, when they know there won't be any salespeople around. That means you can't get the message you want out to those potential buyers.

The SmartCone Beacon puts out a pre-recorded message to your customers once they enter a certain area of your lot, in a way that you choose, so you can get your key messages out to them, no matter what time or who's available.

### How it works

The SmartCone Beacon uses an array of sophisticated sensors to detect customers approaching an area of the lot, and announces the messages you want once they cross that threshold:

- Information on the cars in that area
- List price
- Information on specific cars
- Discounts available that day
- Any other information you choose

Customers that enter an area can receive that information by any number of alert methods:

- Voice message over a speaker system
- Video message
- Digital signage
- Radio broadcast
- Text/email message (requires opt-in from customer)

Options are available to tailor messages based on audience characteristics, such as:

- Age
- Gender
- Season
- Others

### Features

- Real-time advertising tools
- HD Live video streaming over wired or wireless connection
- Tailored messaging for customers entering specific lot areas
- 24/7 monitoring
- Expandable video storage for up to 60 days (or more, if required)
- Option for license plate recognition and recording
- Web browsable and compatible across all devices
- Privately encrypted so your data is secure
- Green power options available
- IoT solution designed specifically for your car dealership



### A few of our customers

Enterprise Rent-A-Car

Exelon Corporation

City of Ottawa

Department of Transportation North  
Dakota

SBA RCA Participant

Department of Transportation Florida

Village of Lyons Police Department

### Sales by day, security by night

The detection and monitoring capabilities of the SmartCone Beacon are still useful when the lot is closed. At night, the sensors work to ensure there are no unwanted intruders in your lot.

- Motion detectors, invisible trip wires and infrared sensors monitor any movement by human beings in your lot.
- Video cameras record activity.
- Option for flashing lights and disruptive sounds when motion is detected. These can be customized to fit your specific needs and location.
- Alerts are automatically sent by text, phone, and/or email.
- Easily search video archives to review any incidents and provide more information to law enforcement officials.

### Fast setup, long-lasting solution

The SmartCone infrastructure is designed to adapt to your needs as they evolve. The SmartCone relies on off-the-shelf hardware, databases, software, sensors, and enunciators to ensure the longevity of your solution, and make it easy to upgrade and adapt as you need it.

Huge video files no longer need to be stored on your IT systems. You can easily search the video archives from any computer with a Web browser.

All SmartCone Technologies solutions are customized to your needs. We provide the integrations so you don't have to worry about making all the devices, software, and databases work together. You have a plug-and-play solution that takes, on average, less than one day to install.

### Green technology

SmartCone Technologies Juice boxes can provide 100% solar power to SmartCones in outdoor locations.

### Secure

SmartCone Technologies provides industry-standard AES-256 TLS encryption with 2048-bit RSA keys on all its cones. Any data that is transferred off the system is encrypted.



To learn more about how you can increase sales with the SmartCone Beacon, call  
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# SMARTCONE Technologies Inc

Safety | Security | Surveillance