



KinesisIQ vs. Carrier Tracking & Differentiation

Strategic Use-Case Differentiation: KinesisIQ vs. Telco-Based Platforms

Use Case	KinesisIQ	Telco-Based Platforms
Retail engagement	✔ Wallet drops, rewards, heatmaps	✗ Just dwell time, ad targeting
Public space activation	✔ Community polls, promotions	✗ No engagement layer
Sponsored content delivery	✔ On-site, real-time, opt-in	✗ Ads pushed based on past location
Local business uplift	✔ Revenue tools for the venue	✗ Value flows to ad platforms

Note: KinesisIQ was built to **seamlessly integrate telco, camera, sensor, or external behavior data sets** – its architecture is ready for scale, even beyond our deployed footprint.

KinesisIQ: Hierarchy of Uniqueness.

Feature	Description	Why It's Unique & Powerful
Passive + Active Data Fusion	Combines anonymous Wi-Fi sniffing with real-time user engagement data	Enables deep, contextual insights without requiring user apps or tracking
Contextual Direct-to-Wallet Rewards	Sends personalized, location-based promotions directly to users' digital wallets	Bridges physical and digital worlds for immediate, measurable consumer action
No App or Integration Required	Works seamlessly with existing infrastructure, no extra software installation needed	Lowers barriers for deployment and adoption
Dynamic Space Activation	Transforms physical spaces into interactive, data-driven environments	Creates ongoing value and engagement beyond static advertising
Privacy-Informed Engagement	Encourages opt-in participation with incentives rather than invasive tracking	Builds trust while gathering valuable, voluntary data

KinesisIQ Differentiator: Direct-to-Wallet

- Supports **Apple Wallet and Google Wallet pass delivery** via QR scan or interaction.
- Passes can be **location-aware**, time-sensitive, and even dynamic (updated with real-time offers).
- Enables **frictionless redemption** in-store without apps or logins.
- Unlocks a **sponsored content model** (e.g., a brand can fund a free coffee reward at a venue, tracked and reported through the system).

This makes **KinesisIQ** not just an analytics tool — but a **true real-world activation engine**.

KinesisIQ vs. Competitors – Feature Summary

Feature / Capability	KinesisIQ	Purple WiFi	Zenreach	Aislelabs	Beam.city	Adentro	Foursquare
Passive Wi-Fi Device Detection	✓	✓	✓	✓	✗	✓	✗
QR Code & Captive Portal Engagement	✓	✓	✓	✓	✗	✓	✗
Real-Time Behavioral Analytics	✓	✓	✓	✓	△ Basic	✓	△ Aggregated
Direct-to-Wallet Coupons	✓	✗	✗	✗	✗	✗	✗
User Sentiment Collection	✓	✗	✗	✗	✗	✗	✗
Community Activation / Civic Use	✓	△	✗	△	✗	✗	✗
Sponsored Content / Monetization	✓	△	△	△	△	△	✓ (Ad network)
Privacy-First Incentivized Model	✓	✗	✗	△	✗	✗	✗
Full Loop: Detect → Engage → Reward	✓	✗	✗	✗	✗	✗	✗
Customizable & Modular Deployment	✓	△	△	△	✗	✗	✗
Telco/Location Intelligence Scale	△ Optional	✗	✗	✗	✗	△ Ads only	✓
Hardware Agnostic	✓	✗	✗	✗	✓	✗	✓

Legend:

-  = Full native support
 -  = Partial, limited, or indirect
 -  = Not supported or core to offering
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What This Shows:

- **KinesisiQ leads in:**
 - Real-time, in-venue engagement
 - Privacy-first opt-in model
 - Direct-to-wallet offers
 - Context-rich behavioral data
 - Community activation use cases
- **Others** focus more on either:
 - Advertising (Adentro, Foursquare, Beam.city)
 - Wi-Fi analytics only (Purple, Zenreach, Aislelabs)
 - None of them close the full engagement-reward loop.