



Business & Leisure Travel Media  
Travel Technology - Anytime, Anywhere

Frequent Flyer Magazine  
AirGuideOnline.com  
AirGuide Destination Guides  
AirGuideBusiness.com

## **AirGuide Destination Guides+Apps with Interactive Dynamic Maps - Travel Media, Anytime, Anywhere**

**Airport & City Guides - Travel Activities & Events - Translation**  
Online, Mobile & In-Flight

Apps for leisure and business travelers. We have the ability to integrate and distribute our content into mobile Apps for virtually any platform or language.



**Millions of travelers use our guides for their information annually to be inspired**, plan their trip, to enjoy and get the most out of their vacation at the location. These no-nonsense resources have just the right information for your next trip to one of the world's most important destinations in **North America, Latin America & Caribbean, Europe, Middle East & Africa, Asia Pacific**, featuring over 400 destinations worldwide, and 40,000+ points of interest.

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## **AirGuide Destination Guides+Apps**

**with Interactive Dynamic Maps** - Airports - Destination & City - Rail - Seaports - Hotels & Shopping - Travel Activities & Events - Flight Tracking

Engage passengers with an easy and informative destination guides seamlessly blended onto the map background. Passengers and travelers can explore airports, navigate city streets and investigate points of interest across the region.

Our guides feature dynamic maps and information displayed with **Point-of Interest POI pop-ups and "Blue Dot" Geolocation Indicator plus search capability**, and work on all platforms for the world's most important destinations feature over 400 destinations worldwide, and 40,000+ points of interest.

### **Inspire - Engage - Generate Revenue**

Online, Mobile Apps & InFlight

### **Leverage Cutting-Edge Mobile Technology**

Leverage our platform to deliver a personalized travel tools to business and leisure international travelers.

### **Drive Customer Loyalty - Inspire & Engage**

Differentiate your service with a unique and relevant offering that utilizes cutting-edge technology.

### **Ancillary Revenue Generation**

Generate extra revenues with sponsored POI on interactive map for lounge access, restaurants and bars, shopping, plus offer interactive advertising opportunities.

### **Update Schedule & Languages**

Pyramid Media handles delivery, support, customization and maintenance of our content platform. We make it easy for all parties to benefit.

AirGuide Travel guides are updated monthly or quarterly for content and monthly for all advertising and promotions. The frequency of the updates depends on the nature of the content and the likelihood of it changing. All content is edited and updated with new information as it becomes available.

Languages: English, French, German, Italian, Spanish, Chinese, Japanese, Turkish and more upon request.



## Features & Enterprise Solutions

**White-Labeled Travel Applications** feature your company brand, name & logo and are ideal for airlines, airports, hotels, cruise lines, destination and tourism boards, and other large travel brands. Our Apps allow brands to offer a unique mobile experience for leisure and business travelers.

Our platform offers the ability to handle very large datasets with user-friendly backend editing capabilities and customizable base maps and POI popups, plus generate revenue from advertising and other travel promotions.

### Key Features

- High Resolution Zoomable Maps
- Touch Gesture Control
- Point-of Interest displays
- POI Pop-ups feature information with images, links and telephone numbers
- POI Search Available
- "Blue Dot" Geolocation Indicator (with WiFi or mobile connection)
- Wayfinding, to find your next location (with WiFi or mobile connection)
- Entertaining & Informative
- Configurable Content & Display
- Revenue generation with advertising and promotions
- Multiple languages available

### Configurable

- All airport or city services and information may be customized
- Features, Imagery, Borders, Labels, POIs & more
- Point-of Interest displays & integrated micro-site content
- Advertising and promotions may be added to POIs
- 500 airports and cities worldwide
- Over 40,000+ points of interest
- Minimal platform resource: CPU, Storage & Network impact
- Single content updates deployed fleet-wide or App wide

### **Competing "classic" guides offer limited features:**

- *City only*
- *Flat Image and Text*
- *No or limited airport information*
- *No airport or city maps or offer only flat maps or generic Google Maps*
- *Cost per destination about the same as AirGuide*

- **Ancillary Revenue Generation**

Generate extra revenues with sponsored Point-of Interest POI on interactive map for airline promotions, lounge access, destination and city attractions, hotel & resort, car rental, credit cards, shopping duty free, restaurants, electronics, money exchange, plus offer interactive advertising opportunities.

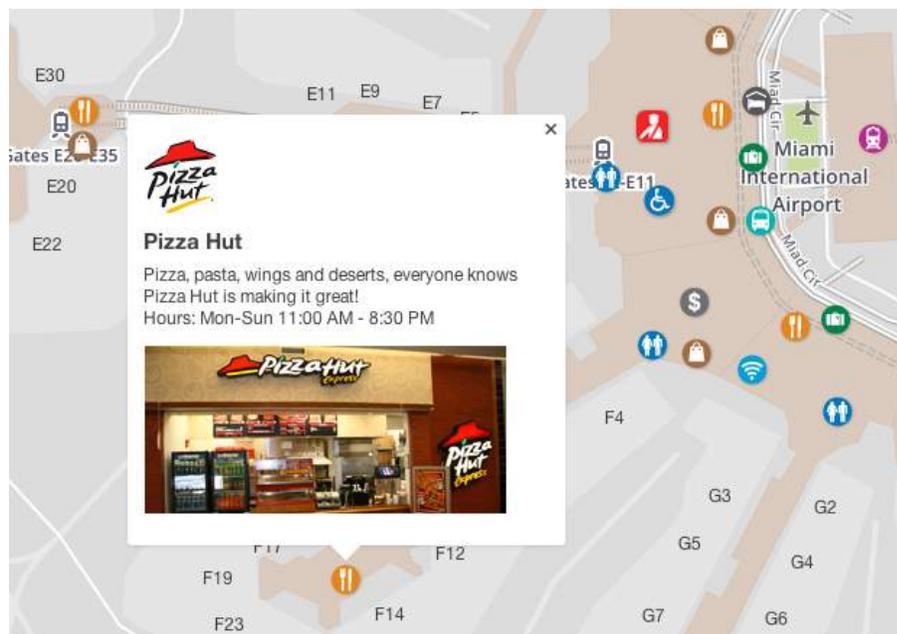
Users can download App for free, or company can charge for it and generate ancillaries revenue. Or users can purchase access to premium features inside App: such as more content, live translation, concierge service or other travel services.

- **Point-of Interest Pop-Ups for Revenue Generation**

Airport and city **POI pop-ups** feature information with images, link and telephone numbers if needed, and can be monetized by the licensee to the passengers to create ancillary revenues and to feature its partner companies. All links and telephone numbers will work as soon as the user has a WiFi or mobile connection.

- **No Heavy Lifting**

Pyramid Media handles delivery, support, customization and maintenance for our content platform. We make it easy for all parties to benefit. Additional customization available, and we have the ability to integrate and distribute our content in virtually any platform or language.



**AirGuide & Pyramid Media** provide content to some notable **airlines, airports, business and travel companies:** American Express, Amadeus Global Travel, Eurowings, Germanwings, Lufthansa Systems, Opodo, PXcom, Joystar Travel Network, Southwest Airlines, Star Alliance, Wcities and **media companies:** Business Week, CNBC Networks, CNN International, DowJones, Entrepreneur.com, Encyclopedia.com, Forbes, Getty Images, Hoover's, LexisNexis, MSNBC, NBC News / NBC Networks, NPR Marketplace, OAG, PC World, Gale Cengage, Reuters, The Sports Network, World Traveler, and many more...