



# Zyter Smart Events and Mobile App Bring Christmas Festival into the Digital Age

## >The Challenge

Over a decade ago, a small Christmas funfair started with just a few attractions. Today, this multi-million-dollar festival continues to grow in popularity and attracts visitors from around the world. Not surprisingly, such rapid growth has made marketing to the event's enormous customer base and managing the ticketing process much more complicated.

While tickets could be purchased online through the festival's website, the festival owners wanted to streamline the process – and bring the festival into the Digital Age – with an interactive mobile app. Most of all, the marketing department wanted a way to engage festival attendees with the app beyond just purchasing an e-ticket. The festival's owners asked Zyter to develop a custom mobile app that would help them create the ultimate attendee experience.

## >The Approach

Zyter Smart Spaces was deployed along with a custom mobile app that integrates the festival's ticketing platform with other systems to drive a smart and satisfying attendee experience. Zyter also added a custom integration with the festival system's payment functionality to enable the purchase and downloading of festival e-tickets for the first time.

## At a Glance

### Client

An annual international Christmas festival.

### Challenge

Festival owners wanted an interactive mobile app to enable e-ticket sales and create the ultimate visitor experience.

### Approach

Deploy Zyter Smart Events™ and develop an intuitive mobile app that engages visitors from initial registration and e-ticketing to navigating festival events.

### Results

- E-ticket sales have more than doubled
- Number of app users increased by 20,000 in just one year
- Attendee engagement has increased before, during, and after the festival

## Product Spotlight: Zyter Smart Events

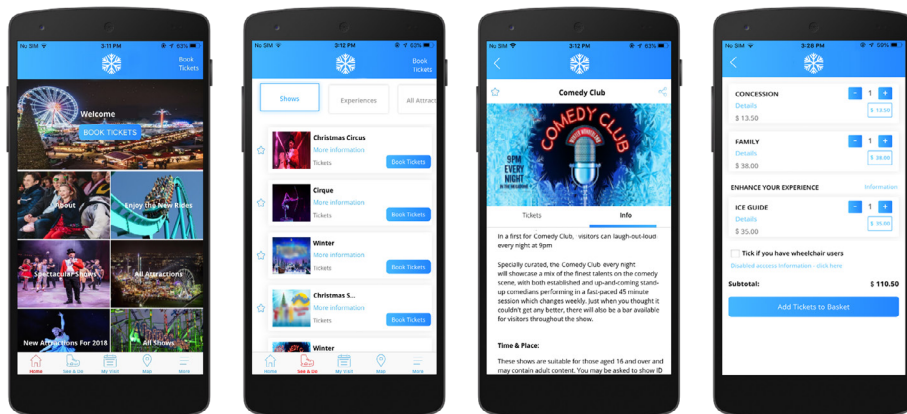
Zyter Smart Events is the event module of SmartSpaces, a proven integration platform for intelligent IoT providing complete visibility of what is happening across your entire network of connected sensors and IoT devices in real-time – all from one intuitive dashboard.

- Simplify and automate day-to-day management tasks to achieve long-term efficiency improvements and significant cost reduction.
- Get actionable insights so you can make intelligent and informed decisions faster using real-time data streams, comprehensive dashboards, incident reports and prescriptive actions.
- Using a human-centered design methodology, Zyter SmartSpaces delivers an intuitive and seamless experience across a full range of apps and services – regardless of devices and data sources.

A highlight of the Zyter app is the comprehensive, interactive geographic map of the vast festival grounds to guide attendees to the multiple festival attractions and other amenities. The map uses a Google Maps API to enable attendees to see their real-time location and navigate easily to the next attraction. In addition, all of the attendee's pre-booked attractions are automatically embedded into the map when the attendee books them through the Zyter app.



Attendee engagement was a top priority for the festival's marketing team. Zyter developed a dynamic content management system for marketing to create and send real-time push notifications based on the attendee's proximity to a specific attraction. Marketing can also create and send information flyers and other promotional materials through the app before and during the festival. Providing even more convenience for attendees, the Zyter app is also integrated with a third-party scanning system so that attendees can purchase cash cards to be used at the festival.



## >The Results

User response to the festival's new e-ticketing procedures, made possible with Zyter Smart Events and a new mobile app, has been very positive since its initial launch in 2017. Between 2018 and 2019, 12,000 e-tickets were purchased through the app, and a total of 35,000 festival participants used the app to navigate the festival attractions and learn more about them. The number of tickets sold the following year more than doubled to 28,000, while the number of users grew to 55,000.

Today, festival attendees can purchase e-tickets and pre-book reservations for the attractions of their choice using the Zyter app on their mobile device. Once they register for the festival, they can download their e-ticket, see attraction highlights and access all of the information they need for planning their visit. While on the expansive festival grounds, attendees can easily find their way around using the app's interactive map already populated with the locations of their pre-booked attractions. Real-time push notifications from the festival's marketing team help attendees quickly locate food vendors and other festival amenities near their current location. The app is also integrated with social media so users can easily share event information. This high level of engagement has delivered an exceptional attendee experience.

The Zyter app remains an effective marketing and user engagement tool even after the festival is over. Attendees can use the same app year after year to register for the festival, and they can always refer back to previous bookings.



### For More Information

To learn more about Zyter's healthcare solutions or to arrange a product demonstration, please contact  
+1 (301) 355 7760,  
[sales@zyter.com](mailto:sales@zyter.com) or visit  
[www.zyter.com/smartevents](http://www.zyter.com/smartevents)

## >About Zyter

Zyter, founded in 2017 by serial entrepreneur Sanjay Govil, provides a cloud-based, 5G-ready platform that enables better outcomes in telehealth, home health, and remote patient monitoring, while also supporting IoT/smart technology and thermal imaging solutions. The platform's open architecture, military-grade security, and compliance with multiple industry standards enables organizations in healthcare, education, entertainment, government, and transportation to easily and effectively connect, communicate, collaborate and engage. In 2020, the company won more than 50 awards for its solutions including Best Health Care and Medical Innovation as well as Company Innovation of the Year (One Planet Awards, Silver). The privately-held company is based in Rockville, Md. For more information, please visit [www.zyter.com](http://www.zyter.com).



# Zyter Mobile App Increases Engagement and Convenience at International Art Fairs

## >The Challenge

Multiple international contemporary art fairs feature more than 100 art galleries each. Art lovers attend the fairs to view specially commissioned contemporary art projects from around the world and participate in discussion programs and artist-led education sessions.

The promoter of the art fairs wanted a way to engage more than 75,000 annual visitors to the fairs and create a more personalized experience. At the time, the fair's website was the only way to obtain information about each event. The promoters asked Zyter to develop an interactive mobile app that would enable interactive maps, push alerts, and other real-time functionality for engaging attendees at all three fair locations.

## At a Glance

### Client

A multi-location international art fair.

### Challenge

Boost attendee engagement and the customer experience.

### Approach

Deploy Zyter Smart Events™ and develop an intuitive mobile app.

### Results

- Art fair attendees now enjoy a more informed, interactive and personalized experience
- Easier, convenient navigation to specific locations and artwork displays
- Real-time alerts and notifications
- Increase marketing insights from a steady stream of user data

## >The Approach

To enhance mobile app functionality, Zyter first deployed Smart Events. Smart Events is a customized event module which leverage SmartSpaces, Zyter's IoT-enablement platform that connects to and consolidates data from a wide variety of deployed sensors and IoT devices.

Drawing upon extensive experience in the entertainment and event management industry, Zyter designed a single mobile app with personalized user interface themes for each of the three art fair locations. Users can simply click on the logo and color theme of the art fair location they want to attend.

### Product Spotlight: Zyter Smart Events

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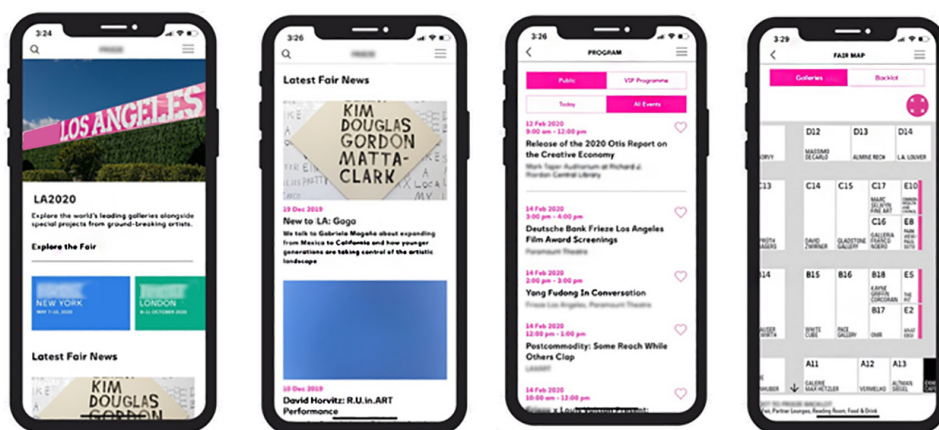
- Simplify and automate day-to-day management tasks to achieve long-term efficiency improvements and significant cost reduction.
- Get actionable insights so you can make intelligent and informed decisions faster using real-time data streams, comprehensive dashboards, incident reports and prescriptive actions.
- Using a human-centered design methodology, Zyter Smart Events delivers an intuitive and seamless experience across a full range of apps and services — regardless of devices and data sources.
- Identify and address potential issues quickly before they escalate using context-aware incident reporting, predictive analytics and contextual alerts.





On the fairgrounds, attendees use the Zyter app to make navigating the art fair an easier and more personalized experience. Interactive gallery maps guide fair attendees to the geographic locations of the specific artwork and projects they came to see. A program listing by data and time provides information on exhibits which the user can “favorite” to receive alert notifications. Once they arrive at the gallery and view the artwork, they can scan a distinct QR code for each exhibit to hear audio commentary and view a description and images embedded in the Zyter app. In addition, attendees who register for VIP access to specific galleries can receive real-time news feeds, alerts, and notifications regarding gallery events.

To keep attendees informed of any additions or changes to the fair schedule, the marketing team can push real-time updates thanks to the dynamic content publishing capability of the Zyter mobile app. In addition to the content management system, Zyter also integrated a dashboard and reporting tool for user data analytics to help marketing gain new insight into the preferences and behavior of fair attendees.



## >The Results

Zyter Smart Events and the new mobile app have significantly increased engagement and the customer experience for all attendees at each art fair. Attendees now enjoy a much more personalized experience with custom itineraries and maps as well as relevant content and real-time notifications.

Because the Zyter mobile app was so well received by attendees, Zyter is expanding its contract with the art fair promoters to add new functionality. Currently, in response to the COVID-19 situation, Zyter is developing an artificial intelligence (AI) component to create virtual gallery viewing rooms in which attendees can remotely experience fair events and practice social distancing.



### For More Information

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