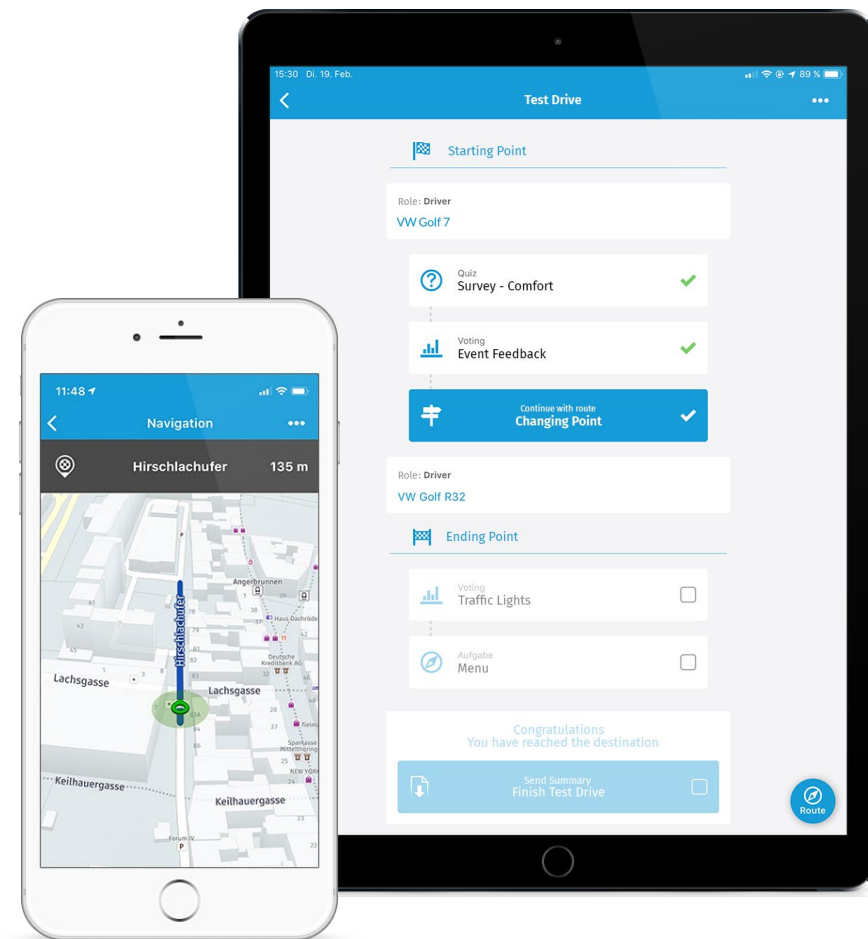# Geofencing

In our continuous efforts to improve and refine ourselves, we are always open for new ideas. Because of this we have developed a (long-awaited) feature together with a renowned car manufacturer for his academy events – Geofencing.

A Geofence is a geographical point that can be set and registered via GPS. The feature realizes the technical balancing act between the digital and real world in the form of an assisted drive.

The ideal scenario for Geofencing is a test drive or press tour. You can present all advantages of a car in an effective and interactive way.

Choose a bumpy road for the new off-road champion or show smart technologies directly in action. Set up tasks, quizzes or surveys to playfully interact with your participants. Thanks to the integration with our Mobile Event App, an agenda point can function as entrance for a route.
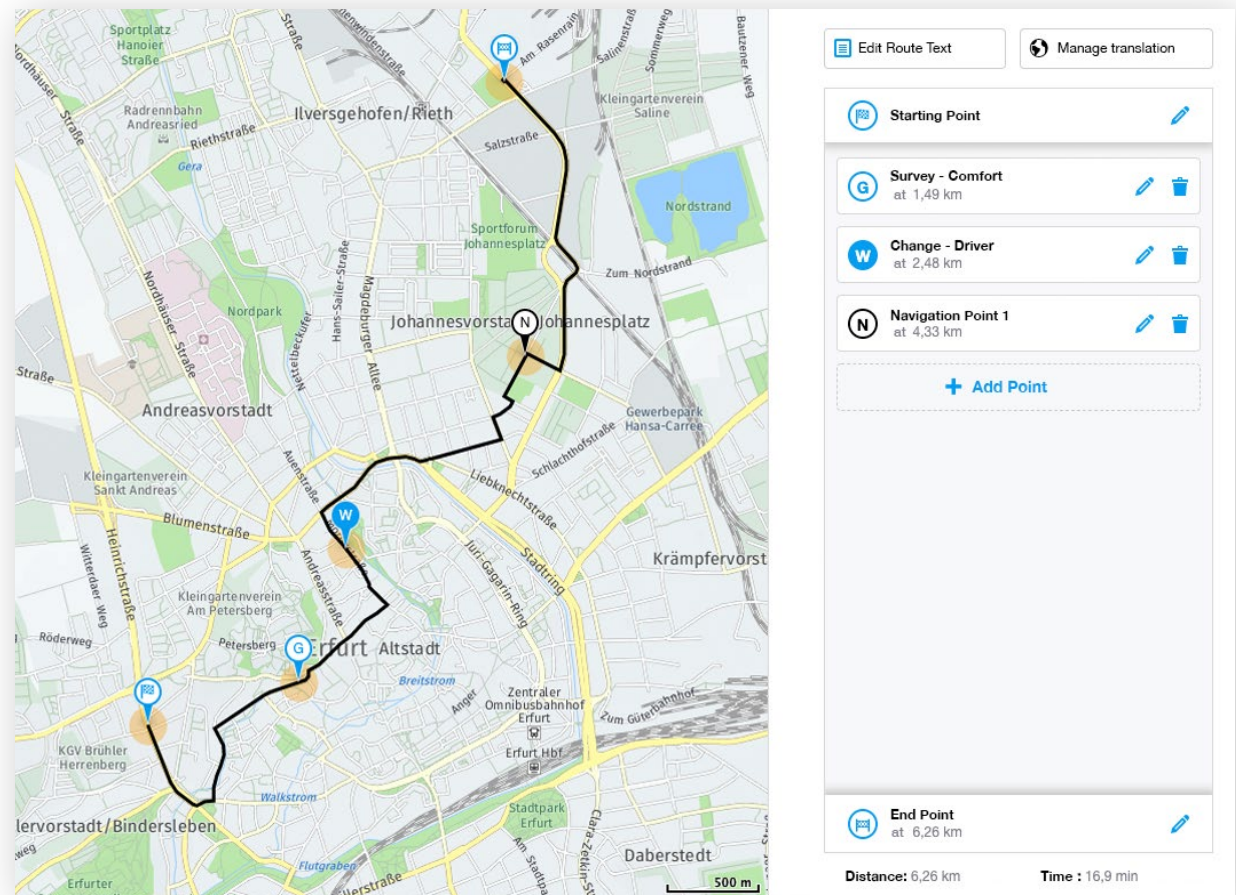
Application Scenarios

Oldtimer Rallyes, Press tours, Tests for autonomous driving

Dealer, Technical & Academy Training

Routes

To create a new route, you only need a start and end point. After writing an instruction note you are then able to create way points.

If you open a route in our content management system an interactive map is displayed with the chosen stretch of road. Now you can set multiple stages for the tour and are also able to edit every previously generated way point. There are three different stage types available.

> Geofence
> Here you can link a survey, quiz or custom page

> Changing point
> Like a Geofence but with additional instruction for role- or vehicle swap

> Navigation point
> Helps to plan the route according to your wishes

Vehicles

For illustration purposes and to present first details, you can add a picture and description for each car. Every vehicle automatically is assigned a QR-Code, which identifies it via the app scanner.

A vehicle is linked with routes and roles, which you can view in the CMS. Linking of tasks, as well as roles with geofence points, is straightforward and quick.
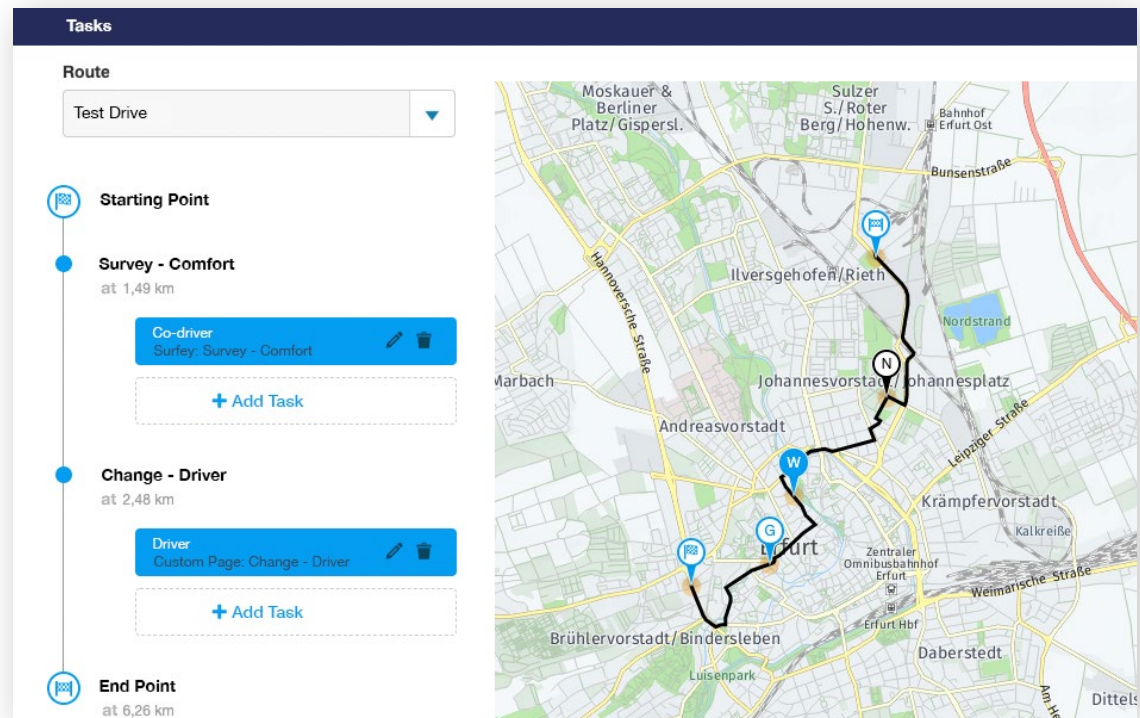
Logbook

For evaluation or legal technicalities, roles can have tracking enabled, which is then recorded into a logbook. The export is performed in a comprehensive Excel-File. You will find the following items in the logbook:

> Route, vehicle, role
> Time stamp (during role assignment)
> Person ID, first and last name

Rolles

To present the correct content to each corresponding group of people, the role system was developed. Roles can be created independently and assigned with icons, to visualize positions like driver, co-driver or minute taker.

Practical application

The ways to use Geofencing are widespread; the following example is just one of many use cases. In preparation for the release of a new car model you have invited multiple car dealers, who you want to become acquainted with all new features and advantages.

Once every participant has the app on their phone, or are provided, the tour can start. When entering the car each participant scans the QR-Code and choses a role like driver, or co-driver. If they drive through the radius of a geofence, it is triggered, and all passengers will receive a notification with the content corresponding to their roles. For example, you could show a custom page with new features that have already been active during the drive. It's also possible to take a survey and ask how comfortable the passengers feel in the car.

As soon as the endpoint Is reached the participants can send their results to an e-mail address and conclude the tour.