

AI is in the Air ... and the Aisle

The Mist Learning Wireless LAN (WLAN) uses Artificial Intelligence (AI) to simplify Wi-Fi operations, deliver amazing location-based experiences with virtual Bluetooth LE, and provide invaluable insight into shopper traffic patterns.



Virtual Wi-Fi
Assistant

Mist is the first vendor to use Artificial Intelligence to make Wi-Fi predictable, reliable, and measurable. Setup is easy, with automated operations that let you focus on store operations and customer engagement instead of troubleshooting.

WI-FI IS PREDICTABLE, RELIABLE AND MEASURABLE

- Set, monitor and enforce customized service levels for shoppers and employees, such as time to connect, throughput, and capacity
- Ensure a consistent experience across multiple generations of devices and clients
- Predict problems before they arise, such as capacity issues during the holidays
- Mist Access Points are state of the art, designed for reliability in high density and harsh RF environments

EASY SETUP AND OPERATIONS

- Simplified deployment
- 100% operated via the cloud (no on-premises controllers)
- Guest portal with Facebook and Google logins  
- Point/click setup of policies that follow shoppers and employees as they roam
- Open APIs for automated notifications and workflows

PROACTIVE TROUBLESHOOTING WITH ACTIONABLE INSIGHT

- Automated event correlation pinpoints problems across wireless/wired/device domains
- Dynamic packet capture saves opex and capex, by reducing issue resolution to minutes instead of days
- Virtual wireless assistant resolves problems before customers and associates complain
- Baseline performance of each store and monitor trends over time



Bluetooth LE
Engagement

Mist is the only vendor to deliver high accuracy location services without requiring battery beacons. By virtualizing the indoor location experience, Mist has changed the indoor location game.



Bluetooth LE
Asset Visibility



Location-based
Insight

VIRTUAL BEACONS ENSURE SEAMLESS ENGAGEMENT WITH CUSTOMERS

- Freedom to create push notifications anywhere with virtual beacons
- Deploy unlimited virtual beacons and move easily using software (UI or APIs)
- Provide turn-by-turn directions with sub second latency
- Proximity notifications with 1-3 meter accuracy
- Location-based advertising

EASILY LOCATE PEOPLE AND ASSETS

- Offer assistance to customers at their time of need
- Greet customers on arrival with relevant information, such as where to pick up online orders
- Locate pallets, displays, and other mobile assets

OPTIMIZE SERVICES BASED ON TRAFFIC PATTERNS

- Real-time analytics (visits, dwell times, time of day)
- 100% open via APIs



The Mist Learning WLAN delivers the best Wi-Fi and Bluetooth® LE experiences for shoppers and employees.

MIST CLOUD



The Mist Platform, featuring a microservices architecture, makes wireless deployment easy and scalable



MIST ACCESS POINTS

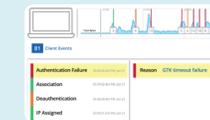


| | AP61 | AP41 | AP21 | BT11 |
|------------------------------|----------------------|----------------------|----------------------|------------------|
| Deployment | Outdoor | Indoor | Indoor | Indoor |
| Wi-Fi | 802.11ac Wave2 4x4:4 | 802.11ac Wave2 4x4:4 | 802.11ac Wave2 2x2:2 | - |
| Wi-Fi Tri-Radio | ✓ | ✓ | ✓ | - |
| IoT Interface | - | ✓ | - | - |
| Antenna Options | Internal/External | Internal/External | Internal | Internal |
| Virtual Bluetooth® LE | ✓ | ✓ | ✓ | ✓ |
| Warranty | 1 Year | Limited Lifetime | Limited Lifetime | Limited Lifetime |

WHY IS MIST WI-FI UNIQUE?



Easily monitor user Service Level Expectations (SLE) in real-time and provide predictive recommendations to avoid or fix problems.



Dynamically capture packets the moment an event occurs; Rewind to see any user's state at any point in time.



Proactively identify and fix the root causes of problems, using Mist's Proactive Analytics and Correlation Engine (PACE).

MIST WI-FI ASSURANCE SERVICE

Predictable and reliable Wi-Fi: Set, monitor, and enforce levels for shoppers and employees

Proactive operations: Automatically identify and fix wired/wireless/device problems using machine learning

Minimize Wi-Fi costs: Focus on things that matter; eliminate onsite visits with dynamic packet capture



WI-FI SERVICE LEVELS

MIST BLE ENGAGEMENT SERVICE

Deliver indoor location-based services to your mobile devices, such as turn-by-turn directions and contextually relevant messages.



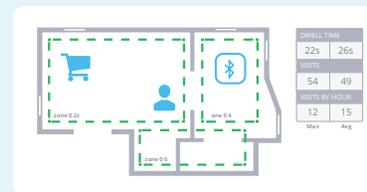
WAYFINDING ACROSS STORES



PROXIMITY MESSAGING

MIST BLE ASSET VISIBILITY SERVICE

Get full visibility into people and things using standards-based Bluetooth® BLE



- Create unlimited beacons, anytime and anywhere
- Greet customers with personalized messages
- Provide turn-by-turn directions
- Proximity notifications and location-based advertising

WHY IS MIST BLE UNIQUE?



Patented virtual BLE (vBLE) technology lets you deploy and move virtual beacons with the simple click of a mouse (or via APIs), eliminating the need for physical beacons.



Monitor visits and dwell times, with detailed drill down into zone traffic patterns and congestion points.



100% standards-based approach, using Bluetooth® LE that is integrated into enterprise-grade Access Points.