



Business Applications

Relay2 Edge Content Hosting Service (ECH), a new cloud service under Relay2 innovative Edge Computing Service Delivery Platform, aims to help businesses build a cloud-managed digital storage at the network edge. This makes digital content available on Relay2 Service-Ready Access Point (SR-AP), just one step away from users. Users access the content without going through the Internet and consuming Internet bandwidth.

With ECH service, businesses can manage and deliver digital content in many application scenarios with higher efficiency and convenience.

This documentation hereby provides some examples how businesses can embrace the services and technology offered by ECH to improve customer venue experience and also increase business productivity.

ENRICHED IN-STORE DIGITAL CONTENT SERVICE



Today, coffee shop has become the most popular place within a city for friends to meet and relax. Similar to food businesses, how do they attract customers with differentiated products and services, and to sell more products with less overhead have been the top challenges for coffee shop owner.

ECH introduces an in-store digital content service in a coffee shop by offering brand aligned entertainment digital content at venue (popular drama serials, music, magazine). This is a win-win situation for both coffee shop owner and 3rd party content provider partners. It not only increases online content reachability in a local, or even offline environment, but also enhances end-user loyalty and service satisfaction through the venue-based differentiated service.

Content partners have the flexibility to manage their own content distribution base on the assigned access rights from the coffee shop owner. Meanwhile, with geo-fencing capability, the content could only be visible in the store, which is essential for security and copyright protection. ECH can also provide digital content usage statistic report, which is helpful for venue operator to continuously optimize its digital content service quality to ensure the right content is deliver to the target users.

ENRICH TOUR EXPERIENCE



When you are traveling to a famous tourist attraction, a convenient tour guide service is always needed. How do you leverage mobile users to access the digital content provided by the tour guide service with seamless user experience?

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With ECH service, when a tourist is within the vicinity of the attraction, he/she can simply connect to the public Wi-Fi network and access the tour guide content easily and instantly. Recent exhibition and attraction introduction can be view quickly, and the most up to date tour guide information could be pushed to the area instantly.

This is helpful for tourism admin to leveraging mobile devices to enrich service quality and investment while improving safety management.

SCALABLE EVENT DIGITAL CONTENT DELIVERY

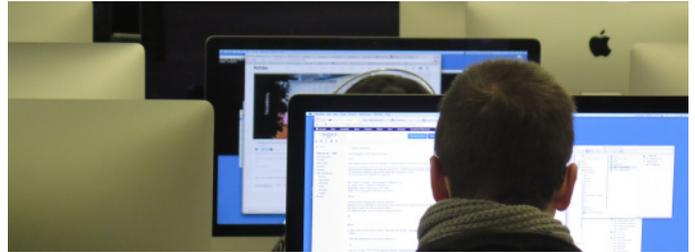


During marketing events and conferences, there are always a demand for distributed print collaterals, which is a lot of effort and not eco-friendly. To improve the sales effectiveness, besides the printed material, businesses are turning to branded video, product video, free/shareware, and digital games.

Businesses could use ECH service to turn Relay2 SR-AP as an “event storage” hosting the event related digital marketing materials in advance. During an event, visitors could quickly connect to a WiFi network to watch and download the content. This significantly reduces the expense of the printing cost for business, and improves the engagement with the customer at venue.

Since ECH service is operable even during Internet interruption, it also empowers the sales personal to do the sales pitch and customer engagement at anytime, any place where there is power supply.

ENHANCED VIDEO TRAINING SERVICE FOR BRANCH



Training is a basic requirement for all businesses. Video training is recognized as the most effective way of communication. Network performance suffers due to large video files being deployed. With each staff operating with different schedules, how to ensure every staff can access the training information quickly and easily.

ECH provides an effective solution for businesses to enhance video training service. The video training material could be pushed to Relay2 SR-AP nodes in each brach office in advance. The employee can connect through an internal WiFi network and access the local stored video training material freely via his/her mobile device or laptop. The high performance of ECH solution allows the staff to either attend as a group or by individual without the concern of Internet congestion and network delay. With ECH service, it enables the businesses to train their employees effectively.

ECH service will be a powerful and effective solution to deliver digital content in businesses, such as retail chain, exhibition, enterprise, or shopping mall, which can create new revenue opportunity while enable superior user experience. Furthermore, along with the service development of AR/VR and M2M which requires higher bandwidth and shorter delay, ECH can play a more important role to empower business leaders to embrace those upcoming and more complex scenarios.