



See the World Through a New Lens



AT A GLANCE

Snapd is an RFID triggered action camera used to capture pictures during recreational activities.

The captured images are synced to our cloud where users can view, purchase, and download the images with your logo through our app or on our website.



A photo package can be purchased before or after the activity, where they will have the option to share with friends and family via social media.

Snapd is selling memories and for your business, it is a value-added revenue driver as well as a vehicle for free branded advertising when participants share their memories on social media platforms.

TECHNOLOGY OVERVIEW

Snapd is an easily deployed camera system that is equipped with our proprietary RFID workflow that enables it to recognize tagged participants, snap photos, and automatically deliver those pictures to the user via an app or website.



The Snapd camera installation is completely self-contained, with versatile mounting options for convenience. It includes: A camera, reader, antenna, and can also include a visual indicator, a video camera, a solar panel and battery. Available capture modes are posed photos, action shot photos, and action videos.

Aside from the RFID tags on the participants and the antennas that read them, all of our technology is enclosed in a single weather-proof enclosure.



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SNAPD
by Pulse Innovations

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A NEW REVENUE STREAM

Snapd has an easy to work with business model which partners with fun places to permanently or temporarily install our equipment at no financial risk to the resort. We operate on a transparent revenue share basis where we will assign you with a business analyst to build a program that will maximize Snapd's value at your resort. We customize installations from 1 to 100+ cameras and will build a practical solution that will maximize your guests' enjoyment and increase your revenue. Our proprietary equipment layout allows us to easily reposition cameras based on season, and because the participant's phone is now the kiosk we can build an annual program to keep people having fun with Snapd!

The unit requires a 5V power supply and less than 2 amps to operate and access to a network with ethernet or a wireless connection. There is an optional indicator display that will provide an alert before the photo is taken, which will help capture the best poses.

Our readers integrate with the Pulse Management Software and the camera, to take several photos in a row, called burst photography. Our software ties the images taken with the user upon detecting an RFID tag, then uploads all images to the Snapd cloud for viewing, purchase, and download.

RFID technology also allows for tracking participants and matches them with the video feed processed by standalone video cameras. Everyone tagged, who engages in the activity has a folder created for them to deliver all media to, thus eliminating the need for QR or bar code ticket handouts or kiosks and additional management and overhead. The system works with a variety of tags which will be selected based on the application and the environment.



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