



# PROPOSAL

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PRESENTED BY MESA ENTERPRISES, LLC.

1406 E Pine St., Ste 109B | Midland, MI 48640  
(toll free) 844.637.2224 | [office@mesaent.net](mailto:office@mesaent.net) | **MESAent.net**

# CONTENT

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## **PRODUCT INFORMATION**

Page 3



## **BENEFITS**

Page 7



## **SERVICES**

Page 8



## **THE FUTURE NOW**

Page 9

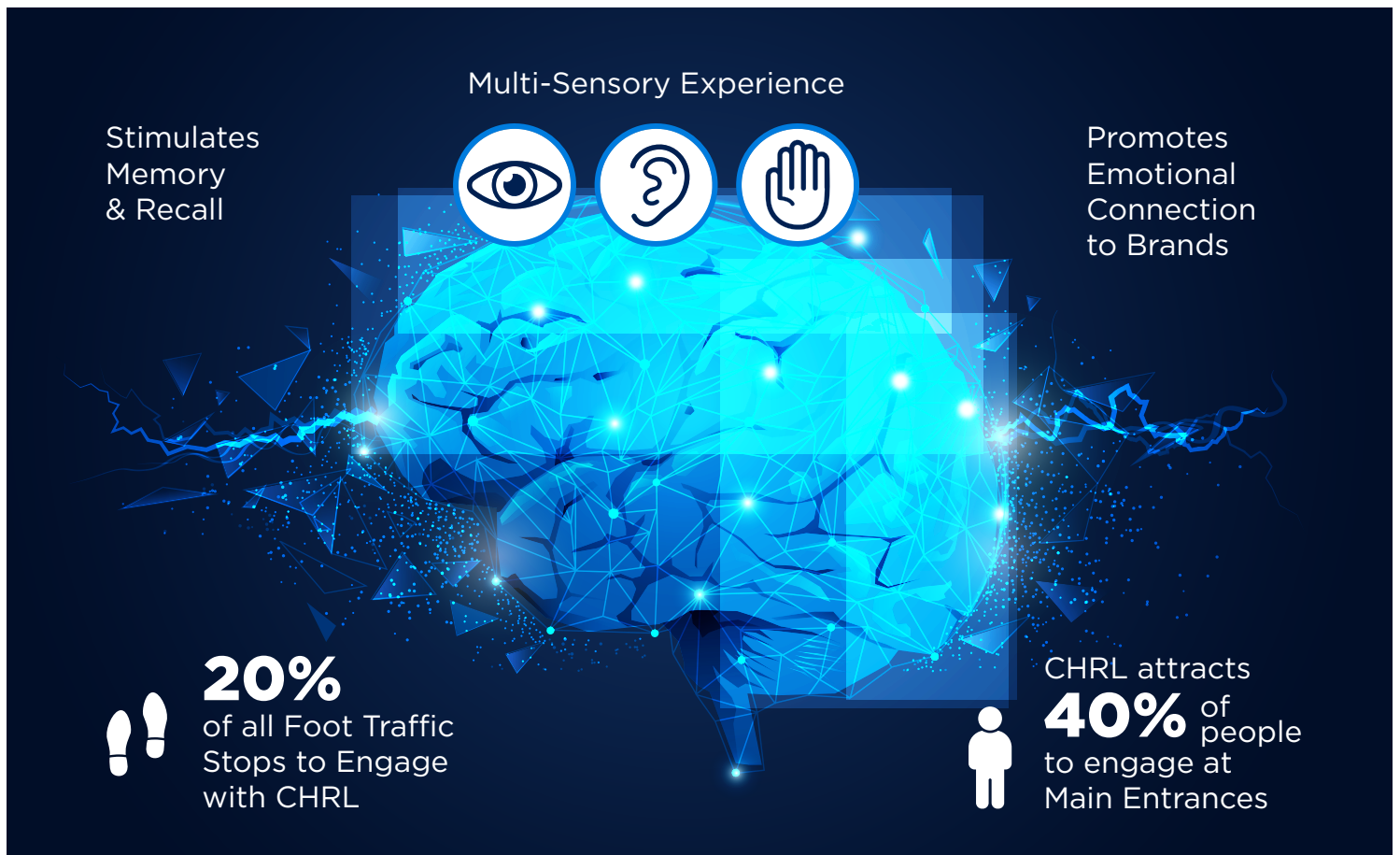
# PRODUCT INFORMATION

## MESA's Central Hub and Resource Link® (CHRL)

While consumer engagement with brand messaging continues to decline, MESA's Central Hub and Resource Link®, or CHRL, encourages user engagement with its multi-sensory, gesture-controlled experience, proven to stimulate memory and recall, and promote emotional connections to brands. A person's freedom to scroll through and choose message interaction increases engagement duration, encourages repeat engagement, and fosters brand loyalty.

CHRL's design plays an invaluable role in consumer engagement and loyalty. Size, color, motion, and lighting draw people to CHRL. The interaction window, marked with a floor decal reading "Stand Here," piques customers' interest in transit. Regardless of facility placement, nearly 20% of ALL foot traffic stops to engage with CHRL—and watch others engage—for an average of 6 minutes each, creating phenomenal ad revenue-generating opportunities. CHRL attracts 40% of people to engage at the main entrance(s).

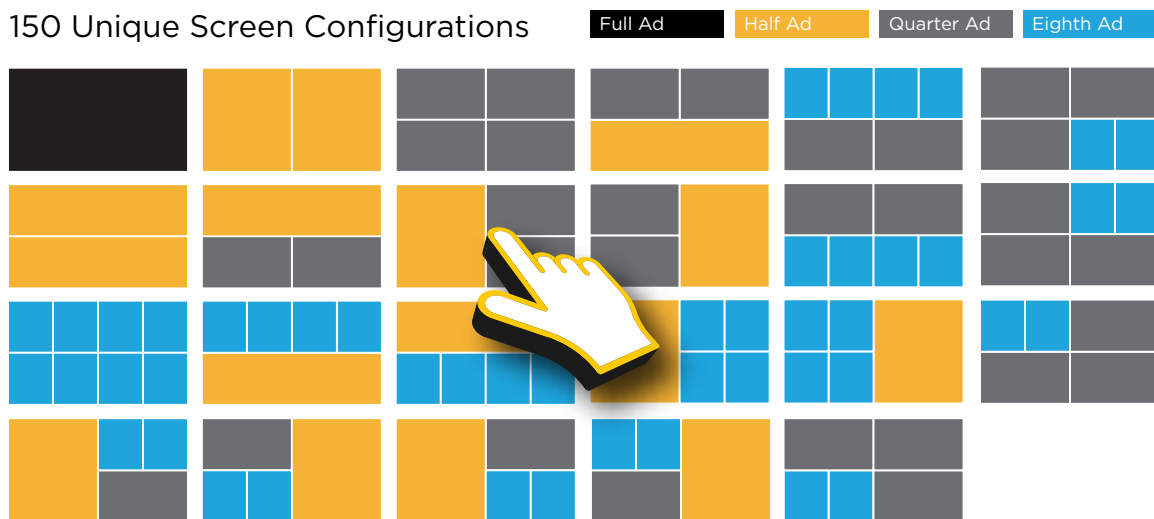
User engagement is tracked in real-time, providing businesses and advertisers with invaluable visibility and engagement data. Access to data is simple through MESA's Access Portal via any browser.



# HOW IT WORKS

Central Hub and Resource Link® (CHRL) is a software and media system that uses the Kinect sensor, allowing hands-free, gesture-controlled engagement while reducing the risk of germ transmission—something all consumers in 2021 are now concerned about.

The software application auto-scrolls up to 150 unique screens, allowing a maximum of 1,200 different messages or advertisers to be displayed on CHRL. Messages or ads are displayed in full, half, quarter, and 1/8th sizes. Each ad comes with a landing page that contains additional information such as videos, slideshows, surveys, and QR codes to encourage continued engagement. 23 screen layout options ensure each screen is uniquely captivating. Message upgrades include video, secondary text and color, pop-out messages, and multiple landing pages.



Submit ad and landing page content to MESA's world-class digital marketing team via the Access Portal. Messages, ad campaigns, and landing page content can be saved for future use or scheduled.

MESA continuously monitors the success of each message and landing page to identify trends that produce results. These insights are shared with clients, empowering them to update and change content as necessary.

## GLOSSARY OF TERMS

### CHRL

Central Hub and Resource Link®—a hands-free, gesture-controlled interface that facilitates engagement

### Message

Images, text and/or videos displayed on CHRL, with optional upgrade features, in the auto-scrolling program and are available for selection

### Landing Page

Displayed after a message is selected by people that gives more detailed information and encourages repeat engagement

### Access Portal

Access to your personalized dashboard, message builder, landing page builder, and statistical data for message and landing page performance in real-time





When a person stands inside the interaction window, marked "Stand Here," a WELCOME tutorial appears with simple gesture instructions that allow the person to try it out, so they confidently navigate the software.



The NAVIGATION menu is accessed by raising the left hand and allows people to return to the ads/messages from a landing page or perform alphabetical or categorical searches. People can also manually navigate through all available messages by holding their hand to the side in either direction.

Once a person finds an ad/message they are interested in, they can access the respective landing page by pushing their hand forward, gaining access to additional information, including videos, audio, pictures, surveys, QR codes, and more.

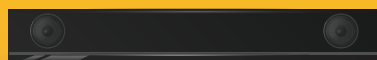
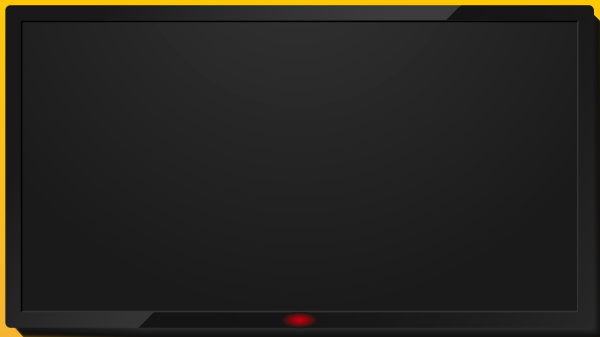
People can access gesture instructions on any page via the HELP icon.

When one person finishes engaging with CHRL, messages will recommence auto-scrolling until another person steps into the window.

## DESIGN

Each unit includes a 70" LCD screen(s), computer(s), Microsoft Kinect Sensor(s), Windows Kinect adaptor(s), soundbar(s), floor decals, and customized panels. You may purchase additional interchangeable panels.

### MAIN UNIT COMPONENTS



CHRL units are available in 1, 2, 3, and 4-user units, increasing ad/message space and user engagement. Our expert cabinetry builders will customize CHRL with your selected color scheme, and the lit panels will be custom-designed--all to fit your brand. Additional finishes may be purchased.

Each 1-User unit occupies a 24 square foot physical space and requires an 80 square foot space to ensure the interaction window works correctly. Multiple-user units have a larger footprint between 41.52-56.52 square feet, respectively. You must add 7 feet to every side that contains an interactive screen.



## CHRL IS THE KEY TO UNLOCKING ENGAGEMENT

### DESIGN

The design of CHRL, including shape, color, materials of construction, dimensions, screen size, and lighting effect, plays an important role in engagement and loyalty.

### HARDWARE

Each person interacting with CHRL's system views messages and landing pages on a 70" screen with premium sound.

### INTERACTIVE WINDOW

CHRL has an interactive window, which is the ideal location for a customer to stand. When this is marked with a "Stand Here" graphic, it has also proven to pique the curiosity of customers walking by.

# BENEFITS

## LEADING ENGAGEMENT IN THE HOSPITALITY INDUSTRY



### ENHANCE YOUR HOTEL

CHRL's software application can be integrated with existing TVs in hotel rooms, which will provide a one-of-a-kind welcome for customers. They can also interact with hand-gestures to explore various enterprises, events, amenities, restaurants, entertainment, cultural events, hotel history, and event footage. CHRL provides your guests with a touch-free, **digital concierge**. With CHRL, additional customization opportunities to create online games for customers to enjoy in the comfort of their rooms. This includes, but is not limited to, social gaming with other hotel customers. As customers win, gaming incentives could also provide promotional offers that allow guests to explore amenities offered by the hotel--therefore increasing on-site spending.

**CHRL takes your business to the top of the hospitality industry by offering you a one-of-a-kind engagement experience for your guests.**

1. **Create** a safe engagement environment.
2. **Influence** and lead your industry.
3. **Generate** additional revenue.
4. **Increase** visibility & awareness.
5. **Understand** & react to customer habits.





# ADDITIONAL SERVICES

MESA is dedicated to the success of each client, and we're here to support your business and help you achieve your customer engagement goals.



ADMIN

MESA can collaborate with your business to upload all content for message and landing page templates through the Access Portal for display on your CHRL. When applicable, MESA will also assist your advertising clients to do the same, so your business can maximize advertising revenue



ADVERTISING  
& MARKETING

MESA can assist your business in developing innovative advertising and marketing materials (digital and/or printed), as well as website and social media content to help you promote sales on CHRL.



BILLING

MESA offers quick and easy billing services that allow your customers to pay a deposit followed by a monthly payment to maintain services.



BUSINESS  
DEVELOPMENT

Our team of experts can work with your business to strategically plan for effective and increased customer engagement and brand loyalty, and help you achieve your customer engagement goals.



PROJECT  
MANAGEMENT

Let our team execute every component of your strategic plan: business development, advertising and marketing, administration, billing, sales team training and employment, as well as unit maintenance and cleaning.



RISK  
MITIGATION

We'll complete a full risk assessment of competitors and placement locations and provide reasonable solutions to reduce risk and assist your business in becoming strong leaders in your industry.



SALES & TEAM  
TRAINING

MESA is equipped with an experienced and motivated sales team ready to assist your business with sales and marketing related to CHRL, providing effective tactics and strategies to increase sales and overall business success related to customer engagement.



UNIT  
MAINTENANCE  
& CLEANING

We can provide maintenance and cleaning for all of your CHRL units.





## **THE FUTURE NOW**

No other software company provides the unique services that are offered through MESA Enterprises, LLC. Central Hub and Resource Link® (CHRL) is a multi-sensory media-interaction experience that every company and organization can put to use now! CHRL captures data from physical locations with foot-traffic that is invaluable and otherwise inaccessible to companies. CHRL bridges the gap between the digital and physical marketing space.

As pioneers in our time, we can collaborate to create a one-of-a-kind engagement experience in your hotel--making you the leader in the hospitality industry. The world is changing and broadening its view of the need for new and unique technologies. Customer needs are changing and advancing, making CHRL a necessity!

**The future of customer engagement is readily accessible NOW! Put the power of CHRL in your hands.**