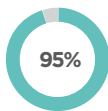




# LISNR is a reliable and efficient new communication protocol using high frequency “data over audio” to connect smart devices.

These silent audio files are called “Smart Tones,” and can turn any speaker or microphone into a trigger, delivering experiences and interactions to mobile applications with the LISNR SDK.

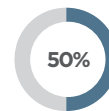
LISNR is expanding the opportunity for brands, marketers, and developers to drive consumer engagement through relevant mobile connection. Use LISNR to activate customized experiences and deliver meaningful content in live sports, entertainment, and broadcast.



**SUCCESS**  
on triggered content



**ENGAGEMENT**  
on triggered content



**CLICK THROUGH**  
on triggered content

## THE LISNR PLATFORM



### SMART TONES

We package the data in sound we call “Smart Tones”, which are just above the human hearing level.



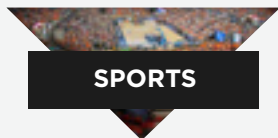
### LISNR SDK

Our SDK can be added to existing apps enabling any device to deliver content and activate experiences.



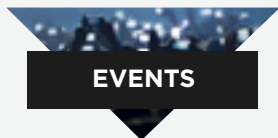
### NGAGE PORTAL

Create, measure, and manage LISNR Smart Tones with our CMS web portal.



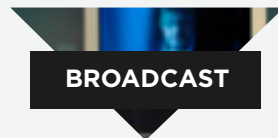
### SPORTS

Enabling real time engagement at key moments at an event and a better understanding of the sports fan’s user journey.



### EVENTS

Empowering a deeper connection between the performer and the audience and delivering valuable messages to attendees when other connection standards are unreliable.



### BROADCAST

Offering second screen synchronization opportunities accurate to one tenth of a second.



### OEM

Core technology, unique sound-based communication protocol that is an efficient enhancement or replacement for Bluetooth and NFC.



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