EMP

Events Management Platform

Ignite. Engage. Amplify.

Expand Your Event's Reach, Power Your Brand's Connection.

Tier 1 - Core

Landing Page

✓ **Your Event's Digital Foundation**

- Custom landing page
- Capture attention and convert visitors
- Professional, centralized hub

✓ **Key Benefits**

- Dynamic & Responsive Design
- Event-Centric Content
- Built-In Analytics

Tier 2 - Pulse

Landing Page + QR Codes

✓ **Real-Time Reach**

- Combine the landing page with scannable QR codes or NFC stickers
- Direct, instant access during live events
- Capture customer data with every scan

✓ **Key Benefits**

- Seamless Access
- Effortless Data Collection
- Enhanced Brand Presence

Tier 3 - Fusion

Landing Page + QR Codes + AR Experiences

✓ **A New Dimension of Engagement**

- Add an AR Experience to your event
- Create an interactive journey that captivates and connects
- Position your brand as an innovator

✓ **Key Benefits**

- Immersive Interactivity
- Enhanced Data Insights
- Cutting-Edge Brand Perception

EMP Insights
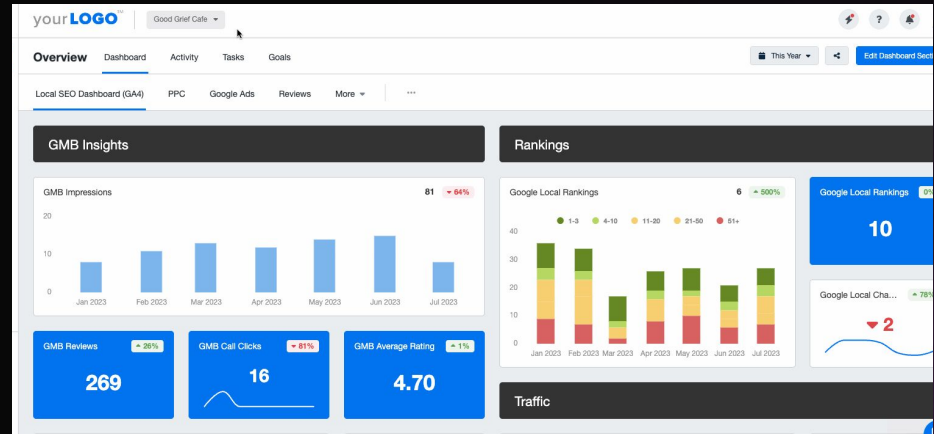
Data Collected

✓ **Attendee Information**
- Name
- Email Address
- Phone Number

✓ **Demographics**
- Age
- Gender
- Location (City, State, Zip Code)

✓ **Registration Details**
- Registration source (e.g., website, social media, referral)
- Date and time of registration
- Phone Number

EMP Insights

Data Collected

✓ Event Engagement
- Activities participated in (e.g., workshops, demos)
- Duration of attendance

✓ Feedback and Surveys
- Event satisfaction rating
- Specific feedback on sessions or speakers

✓ Lead Qualification
- Interest level (e.g., high, medium, low)
- Potential purchase intent

✓ Social Media Engagement
- Social media handles or profiles
- Engagement metrics (likes, shares, comments)

✓ Marketing Opt-ins
- Consent for future marketing communications
- Preferences for content types (e.g., newsletters, promotions)

✓ Referral Sources
- How attendees heard about the event (e.g., email, social media, word of mouth)

Welcome to Pineapple

An award-winning **Software Development Studio** that has helped more than 400 clients grow by transforming the transactional into the exceptional.

SOME OF OUR NUMBERS:

+100
APPLICATIONS BUILT

+300
SITES LAUNCHED

+120
DISRUPTIVE MINDS
ON THE TEAM

Freebird lacked product delivery experience, resulting in a platform with many high-priority features but no user research or validation. This led to a complex and fragile system, making it difficult to maintain and evolve.

Results

Increased scalability and performance of the platform. Also improved stability and reliability of the system

Enhanced user experience and satisfaction. Streamlined development processes and reduced maintenance efforts.

Increased efficiency and cost-effectiveness in managing and operating the platform.

Ability to handle higher volumes of traffic and data Strengthened competitive position in the market due to a more robust and scalable platform

Solution

- We established an ongoing cycle of discoveries around features, ensuring proper discovery, design, user validation, and testing before development.

- On the technical side, we addressed the backend's monolithic structure by migrating to a serverless, event-driven microservice architecture.

- We transitioned their mobile application from native iOS and Android to React Native. This transition improved speed, reduced staff requirements, and enabled all JavaScript experienced engineers to contribute.

Services We Offer

Strategy

- Market Analysis
- Product Validation
- Product Strategy
- Scalable Roadmapping

Development

- AR, VR, XR Tech Stack
- Manage Technical Debt
- Oversee Innovation
- Web / Mobile Build

Design

- Brand Direction
- UX + UI

Case Studies

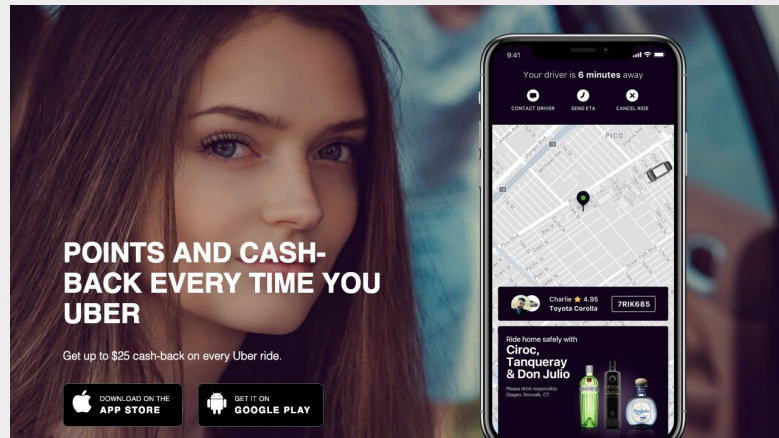Provides consumers rewards and cash back whenever booking an Uber/Lyft ride.

freebird™

Freebird + Diageo - Don Julio Rides Home

Objective: Encourage responsible drinking by incentivizing rideshare use to and from bars, restaurants, and liquor venues.

Challenge: Create a convenient way for users to earn rewards for rides taken to participating establishments, while also encouraging safer choices like using rideshares instead of driving.
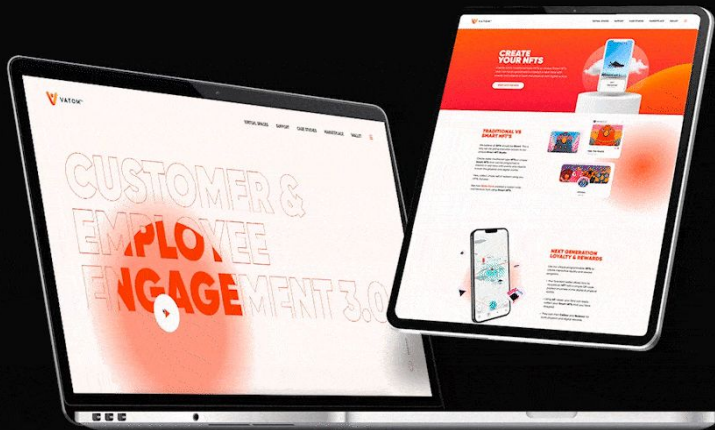
Solution: Freebird partnered with Don Julio and other venues to provide cashback (up to $10) and points on rides booked through the Freebird app. Users link their Uber and Lyft accounts, earning rewards every time they use the app to visit a partner location.

Results: Users benefit from seamless access to rideshare prices plus incentives to avoid drinking and driving, supporting safer communities and encouraging repeat business for partner establishments.

POINTS AND CASH-BACK EVERY TIME YOU UBER

Get up to $25 cash-back on every Uber ride.

DOWNLOAD ON THE APP STORE

GET IT ON GOOGLE PLAY

Your driver is **6 minutes away**

CONTACT DRIVER SEND ETA CANCEL RIDE

Charlie ★ 4.95
Toyota Corolla   7RIK685

Ride home safely with
Ciroc, Tanqueray & Don Julio

Don Julio pays for your ride home

Building Interactive Digital Worlds with Vatom

VATOM™
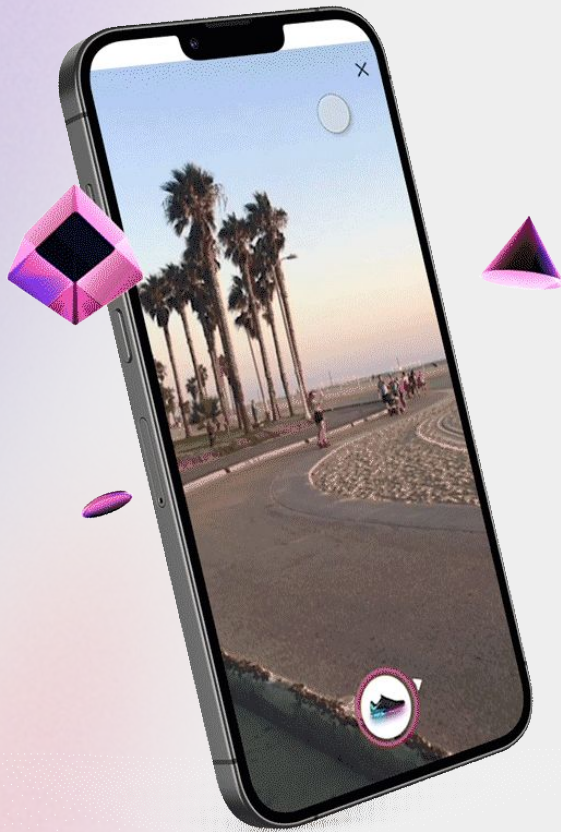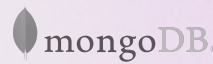
Project Summary

✓ **Objective**: Develop an immersive XR experience to enhance brand engagement through virtual spaces and digital assets.

✓ **Challenge**: Creating scalable, interactive environments that maintain high user engagement across different platforms.

✓ **Solution**: Leveraged AR with React Native to its full capabilities to build a seamless cross-platform experience.

✓ **Results**: Successfully built a single code base that delivers to IOS, Android, and web while achieving a 60% reduction in team size and timeline.

Google Analytics · amazon S3 · amazon cloudfront · Google Search Console · Google Tag Manager · aws · React Native · node JS · mongoDB. · WordPress

Frito-Lay & FIFA World Cup Event

✓ **Objective**: Launch an innovative Web3 experience to promote new Frito-Lay flavors while enhancing fan engagement during the FIFA World Cup.

✓ **Challenge**: Create a digital engagement platform that resonates with consumers, replacing traditional tracking methods (cookies) with Web3, and building an ongoing, interactive channel.

✓ **Solution**: Using Vatom's Web3 platform, Frito-Lay embedded QR codes on over 200 million snack bags, enabling fans to scan, share photos on a global 3D "gold ball," and receive NFTs. Fans also had chances to win soccer-inspired prizes, fostering repeat engagement.

✓ **Results**: The campaign achieved high engagement, with 70% of registered users returning daily, creating a sustainable, reward-driven interaction model that could extend beyond the World Cup.

Frito-Lay Embraces Web3 at FIFA World Cup

US Army STEM Truck - Engaging the Next Generation with XR Tech

Project Summary

✓ **Objective**: Develop a cutting-edge mobile STEM experience designed to actively engage students and inspire interest in pursuing STEM careers within the U.S. Army.

✓ **Challenge**: Creating mobile labs that capture students' attention and effectively support Army recruitment by highlighting the exciting opportunities in STEM fields.

✓ **Solution**: Engineered custom vehicles with AR/VR tech and a military-inspired design to promote hands-on learning.

✓ **Results**: 35% increase in student participation and a significant rise in STEM career inquiries following the truck visits.

Thank You!