



smartlifeapp.

energetic customer loyalty

my life,

my city,

my app...

MODERN CUSTOMER LOYALTY IN THE ENERGY INDUSTRY

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DGMK Deutsche Gesellschaft für
multimediale Kundenbindungssysteme mbH

Unter den Linden 16
10117 Berlin

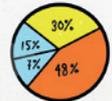
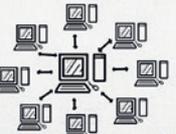
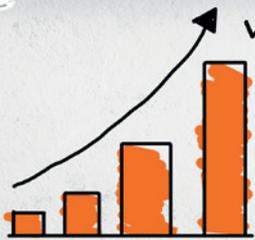
Fon: 030 / 28 88 43 - 60
Fax: 030 / 28 88 43 - 70
Mail: go@smartlifeapp.com

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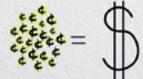
The smart phone app for creating customer loyalty in the energy industry

Gone are the days when the supply of electricity, gas and water against an annual invoice was sufficient enough. In the course of an increasing environmental consciousness and sense of responsibility of the customer there is a profound debate raising awareness about energy, efficiency and self-determination. A simple provider is out-dated, instead he must become a transparent dialogue partner in order to satisfy the growing needs of his customers.

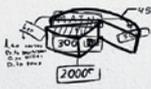
The smart phone is used by more than 70% of the population and thus plays an essential role in day to day life. Due to the multiplicity of possibilities to communicate and stay informed it is no longer a bare mobile radio unit. Applications are an essential component of fast, uncomplicated and mobile communication. They offer ways for exchange, the acquisition of information and new sales possibilities. There are few companies that can afford to waive this opportunity.



IDEA 45% is SALE!



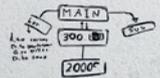
25% time



TEAM



internet+



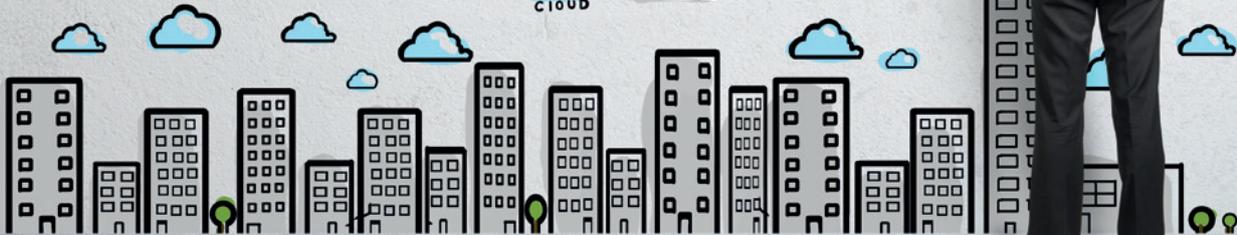
MARKETING



SUCCESS



CLOUD



DGMK

company profile

Founded in 2005, the DGMK (Deutsche Gesellschaft für multimediale Kundenbindungssysteme) specialises in developing and managing customer loyalty systems.

Our portfolio includes bonus and discount systems like berlincard or partycard. Moreover, DGMK integrally manages complex customer loyalty systems for numerous large enterprises. Innovations like the worldwide first virtual concert top off our range of services.

Our team is young, motivated and full of passion to overcome the challenges posed by modern customer communication. We guarantee certainty, reliability and professionalism since 10 years.

Our latest product is the smartlifeapp: a modern, innovative solution for customer loyalty in the energy industry. 2.5 million households have access to the application already thus making us the biggest app based customer manager throughout Europe.

ENERGY MANAGEMENT



Automatic meter reading, transparent and autonomous billing, malfunction information trouble reports, special offers, tariff switches



NEWS AND LOCAL INFORMATION

Always app to date!



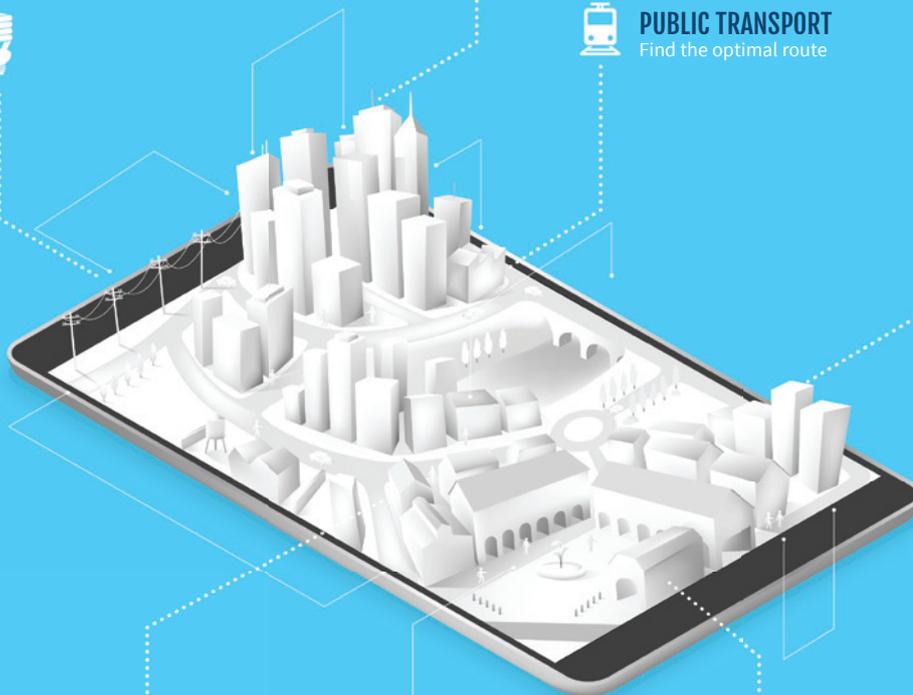
PUBLIC TRANSPORT

Find the optimal route



URBAN SERVICES

Find physicians and pharmacies, emergency numbers, electric car charging points or parking



EVENT CALENDAR

Overview and ticketing for concerts, theatre and other events



DISCOUNTS

Current information on discounts and special conditions for the whole city

smartlife

the wholistic service app

The smartlife app consists of four different modules: the energy supply „energy“, the everyday organisation „city“, the leisure planning „value“and the contemporary social media „community“. All contents and processes are managed and organised automatically. Interfaces can be used for data exchange with present systems. Complex systems like SAP or simple files like CSV – smartlifeapp offers the adequate connection.



Energy



City



Added value



Community



my efficiency

- **smartlife** offers me transparency and self-determination

ENERGY

- Reads analogue and digital electricity-, gas- and water meters automatically via smartphone
- Compiles an individual statement of consumption
- Offers access to consumption statistics at any time
- Reports disruptions, offers emergency call functions and up to date information
- Provides an independent tariff calculator with an overview of different tariffs and possible options to switch
- Suggests smart home products matched with personal needs
- Integrates the mobile website with relevant news on demand



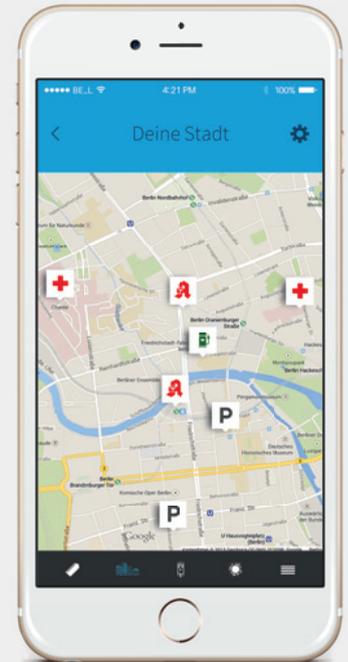


my city

*- **smartlife** helps me organise my every-day life*

CITY / INFRASTRUCTURE

- Shows all bicycle lanes and routes in the surrounding area
- Displays all electric car charging points
- Flags all public pools and buyback centres with relevant information
- Provides up to date information on public transport
- Presents a physician and pharmacy locator including opening hours and the possibility to make an appointment online
- Offers a shopping guide with current specials
- Informs about local and regional sports clubs



A photograph of two young women walking outdoors, smiling and looking at each other. The woman on the left has long brown hair and is wearing a black blazer over a black top. She is holding a large pink shopping bag. The woman on the right has long blonde hair and is wearing a light-colored, button-down shirt. She is holding a light-colored shopping bag. The background shows a building with large windows and a walkway.

my time

- **smartlife** accompanies me with attractive offers in my city

ADDED VALUE & COMMUNITY

- Provides all significant information “about my city”
- Looks through the event calendar and books tickets online
- Informs about local und and regional news
- Schedules the garbage collection calendar
- Saves money with the virtual loyalty card and related discounts and coupons
- Locates the vacant parking spot and navigates there
- Knows the trick and always has good tips in the handicraft portal
- Delights with raffles and polls
- Optionally shares your consumption and savings on facebook
- Rates the activity of the application’s users



EnergieTracker

modernes Energiemanagement

SMART METERING

WITH THE SMARTPHONE

EASY, FAST AND MOBILE.

This technology is already being used in several applications and is available to more than 2,5 million households in Germany.

For more information:
www.energietracker.com



EnergieTracker

Automatic recognition of meter readings

A component of the smartlifeapp is the successful EnergieTracker, a meter recognition technology to automatically read consumption data. Currently the EnergieTracker can read 70 analogue Ferraris meters and two digital meters. More meters can be added as required. The advantage is the simple data collection, which motivates the customers to regularly read their meters, and thereby generates data on their mode of behaviour. This ensures transparent and automatic billing for the customer as well as latest data to be used in sales and customer loyalty.

Test us

by using the StromTracker

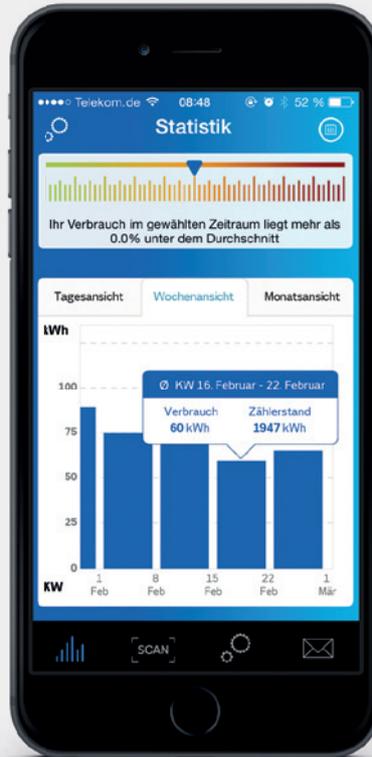
How well do our applications work? How successful is the automatic recognition of meters? Download the **Stromtracker app** for free from the app Store or Google play to your smartphone and test it by scanning the pictured meter readings.



scan to directly
download the app!

Use our app to test the
different meters





Zurück Zählerstände

April 2014

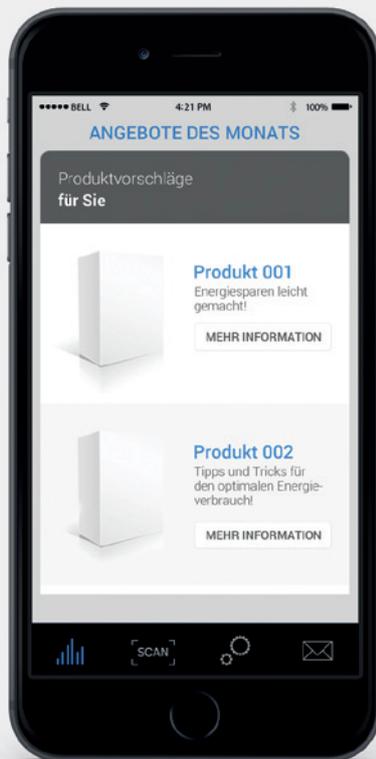
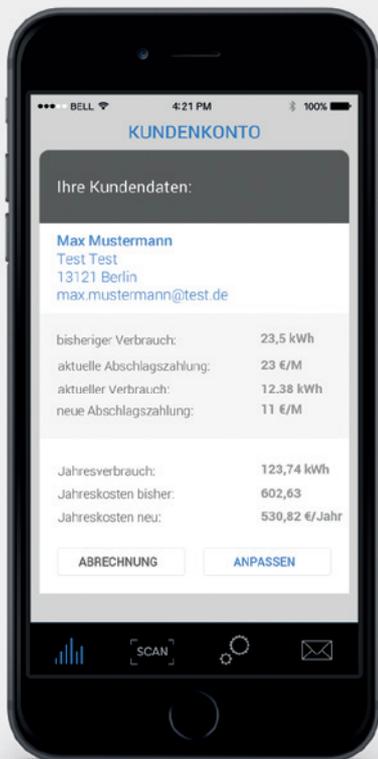
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Zählerstand:	1111.1 kWh	>
Erfassungsdatum:	19.04.2014	>
Zählerstand:	1310,3 kWh	>

Mai 2014

Erfassungsdatum:	03.05.2014	>
Zählerstand:	1400 kWh	>
Erfassungsdatum:	04.05.2014	>
Zählerstand:	1410 kWh	>

Juni 2014

Erfassungsdatum:	05.06.2014	>
Zählerstand:	1500 kWh	>



Contemporary customer loyalty

is fast and easy

The numerous functions offer an extensive customer service that always stays up to date as it adapts to the customer's mode of behaviour. The future of customer loyalty lies in the fast and easy mode of carrying out of all processes. It also implies an interactive exchange where the energy provider acts as a service provider in different areas of life in the overall context of energy.

smartlifeapp.

Kundenbindung voller Energie.

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Mail: go@smartlifeapp.com

