SHOPPING CENTER
FEATURE SHEET

OVERVIEW AND FEATURE LIST

WBA's shopping center solution uses cutting-edge technology to create a premium shopping experience; making every service your shopping center offers accessible while visitors are on your property. Shoppers can find the retailer they are looking for with ease, look up movie showtimes, stay informed about mall events and even make reservations for seasonal offerings like visits to Santa's Workshop. Individual retailers can also increase their exposure by promoting sales and specials to anyone on the property.

Features of WBA's turnkey shopping center solution include a directory of retailers, in-app advertising, featured sales, events and promotions, content management, dynamic indoor and outdoor maps, parking reminders, analytics, location marketing and more.

This document provides an overview of all standard, out-of-the-box features for WBA's shopping center solution.

HOW WBA WORKS

WBA's highly configurable and brandable solution for shopping centers can be rapidly deployed and includes a powerful suite of features out of the box. Additionally, WBA's award-winning creative and engineering teams can extend the product with custom solutions, extensions and integrations.

WBA works with customers throughout the entire application life cycle, from strategy and ideation to application maintenance. WBA has designers that have designed hundreds of mobile applications for top brands, and we draw on this expertise to give shoppers the same access to information and ease of use they've come to expect from the best consumer applications.

BENEFITS OF THE WBA PLATFORM

- Cloud-based platform provides enterprise-class reliability and scalability worldwide
- Updates are made in the cloud and automatically pushed to users
- Multiscreen capabilities allow consistent content and updates
- Low total cost of ownership and regular feature releases

SMART ANTENNA PLATFORM

- No need to download an app
- Free Wifi while on property