

**Project: IEEE P802.15 Working Group for Wireless Personal Area Networks (WPANs)**

**Submission Title:** Offline to Online Marketing

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**Source:** Hideki Aoyama  
Panasonic Corporation  
contact: aoyama.hideki@jp.panasonic.com

**Abstract:** Explanation of Offline to Online Marketing

**Purpose:** Material for TCD

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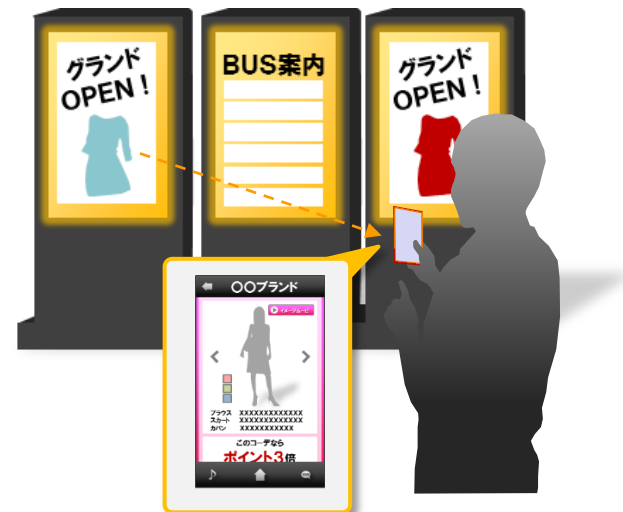
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# Offline to Online Marketing

Offline to Online Marketing is a business strategy that enhance the value of offline place and thing with online information. It provides a user various online information and/or online purchase channels of products related to offline place where the user is and/or offline thing what the user see.



Providing additional information related to a guide board



Providing a purchase channel related to an advertising board