

See how it works!
Watch the video at
www.playandsaveapp.com



People playing the app are shown where sales are in real time.

The Play and Save app

Introducing the

Play and Save app

“Making shopping more fun and interactive ”

TARGET MARKET:

- Retail businesses.

FEATURES:

- Bluetooth, WIFI and GPS connectivity.
- Transmitters that guide customers to products or areas.
- Smartphone app engages in-store customers.

PATENT INFORMATION

A provisional and design patent application has been filed as of April 2018. The patent search was performed by The Mars Rising Network. It was concluded that there is nothing similar to this product on the market, which means this unique device could be patented and used by consumers everywhere.

SUMMARY

The **Marketing Toolbox with Play To Save app** is a system to combine mobile gaming and retail sales together. The system will be built upon standard technologies (such as bluetooth, WIFI or GPS) to pinpoint sales of desirable items in retail stores. Gamers and customers will download the Play To Save app to their mobile phones. The game is a real-time feedback interface that uses the

camera to show on screen where sales are in a store with geo-positioning or a wireless location device (such as bluetooth).

Products will have a transmitter placed next to them in-store letting the system know there is an item for sale. The transmitter will talk to the mobile app and tell it to manifest gaming style graphics as the customer moves towards it. The feedback on screen is all real-time, 3d geo-positioning of indicators show they are close or in front of a sale. The app itself is entertaining and fun, encouraging the customer to try and find as many sales as possible. It will appeal to all age groups, from children to adults who want to save money. When a sale is located on screen after walking towards it in the store, the customer can accept the sale with a button on screen.

The customer can accept as many sales as they want and the system will log all acquisitions for checkout at register. All acquisitions are logged in an inventory within the app, as well as a menu showing what available sales there are within specific retail locations. Since the fun is trying to find where the sales are, the specific locations of the items in the store are never revealed. The app makes it fun to spend time in the retail stores and search for deals in a modern way.

For more information:

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About the Developer

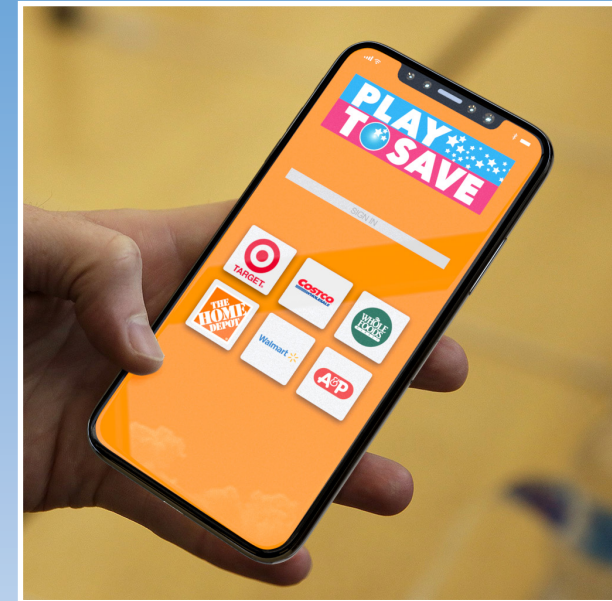
The inventor, Charley Hatch of LaGrande, OR had an idea to help retailers make shopping more engaging for customers. Charley contacted the Mars Rising Network and had a provisional patent application filed and had the invention designed properly so that he may see success with this great idea and turn it into a real product. He is actively seeking a company that would have an interest in licensing the product for a royalty.

Member of the



888-627-7747 / 888-MARS-RISING

www.themarsrisingnetwork.com • BBB A+ 5 Star Consumer Rating



Play and Save app

Charley Hatch