



## QWASI TECHNOLOGY SELECTED FOR SMART SPACE AT CAR CLUB

QWASI worked with Car Club to elevate their physical event space to create mobile experiences to drive seamless brand engagement.



### SOLUTION

*Top experiential space, Car Club collaborated with QWASI, Palo Alto, and Google Cloud to*

Build a smart entrance for visitors can scan with their mobile devices to check-in, preview event experiences, and unlock access to information, to increase brand engagement, drive social amplification, and improve direct to consumer brand engagement for membership engagement.



*Car Club has turned NYC's former horse stables and car depot into a car paradise for members and exclusive events.*

Car Club provides a one-of-a-kind, indoor outdoor experience for guests to engage with classic cars, enjoy cutting edge simulators, and host VIP events. Classic Car Club is NYC's one-of-a-kind members-only Club for those who believe in a life best lived ... and lived loudly. Members and guests can race, rally around the world, indulge in wondrous culinary feats in a top-of-the-line restaurant and soak up the sun and sangria on our beautiful river terrace. Unlimited experience.



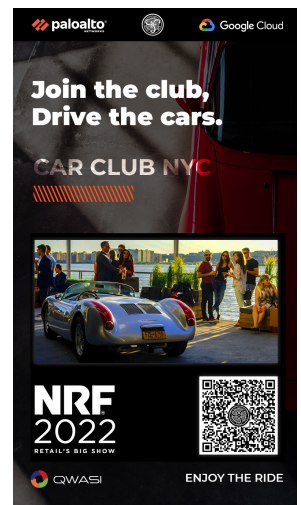
**QWASI**  
Innovation Realized™



**"Partnering with QWASI is enabling us to create better experiences, secure resources, and data insights for our key partners. We are excited to do this in such a unique space."**

**AMIT CHETAL**

VP at Palo Alto Networks





**QWASI**  
Innovation Realized™

92%

of consumers are keen to explore brands with touch free experiences that they weren't aware of pre-COVID.

WALL STREET JOURNAL

78%

of people are now engaging with the contactless world than the pre COVID era.

RABOBANK

86%

of people engage with and respond to mobile content with feedback when touch free access points are made available.

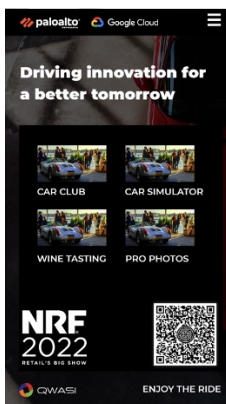
QWASI MARKETING

## THE EXPERIENCE



- + 365-degree brand engagement across all events
- + 24/7 fan and participant social amplification

IOT mobile activation at Car Club enables guests and members to engage at entrances to seamlessly check-in, art to learn about new exhibits, cars to unlock fun facts about the collection of cars, and the space to access the NYC history that makes this space an icon in the Big Apple.



## ABOUT

QWASI is the software leader in Mobile Innovation, creating Smart Spaces and building COVID safe touch free experiences for leading brands across Hospitality, Travel, Sports, Entertainment, Retail, CPG, Healthcare, Pharma, Education, and the Government Sector.

