

How It Works:

Flare Central is a state-of-the-art Intelligent Cloud-based Marketing & Messaging System, consisting of

3 things:

1. A Cloud based platform to create your Profiles and to register your FLAREs with your custom Messages, Images and URL's.
2. A "Free" Smart Device Mobile App, designed for Apple (iOS) and Android Smart Phones.
3. FLAREs which are small, low cost, energy efficient devices that can be located inside or outside.

Anyone

that has downloaded the FLARE Mobile App receives your SMART Notifications on their Phones. Those SMART Notification recipients see your Message and react. Those recipients will also be able to post your SMART Notification Message to their social Media Accounts using a couple of easy buttons, so not only will your message reach customers directly but it can potentially reach all of their social media followers which can be in the thousands.

Flare Central Accounts:

Flare Central Accounts consist of 4 Levels. Bronze, Silver, Gold and Platinum.

Each Membership Level entitles the Client to enhanced features.

Please refer to the Membership Page on www.flarecentral.com for more details.

All Flare Central Client Accounts start at the Bronze level which is "**Free**" but have limited features and duration.

Based on the features the Client requires, the Client may need to update their Membership Level.

The Client creates one or more Profiles under their account.

The Client then adds one or more FLAREs to each of their Profiles and configures each FLARE with its custom detail, (Message, URL, Image) and assigns the FLARE to a Category.

Any person that has the Free Mobile FLARE App installed on their Apple (iOS) or Android Smart Phone that comes within the local proximity (100ft) of any Flare Central registered FLAREs, will get a Pop-Up Notification on their Phone if the FLARE is assigned to a category that the person has enabled in the Mobile App on their Smart Phone.

Clients can update their FLAREs Messages, URL and/or Image a maximum of 3 times each day, (30 minutes apart minimum, required for each change). These updates can be made from the Cloud Based Platform or directly from the Mobile App on the clients own SMART Phone. When the FLARE message changes, Anyone that has come within proximity of that particular FLARE and seen the previous Notification within the past 30 minutes or is still within proximity of that FLARE, will get the Clients updated Notification.

Please Read - Important

(Flare Central has investigated the various pros and cons of SMART Marketing and the different opportunities and possibilities of utilizing Smart Marketing and Mobile Notifications.

Through our research it is clear that providing the end user with a Free Mobile App which allows the user to enable categories for which they are interested in and disable categories which they are not interested in, it is beneficial to both the end user and the Client, so that the end users receiving the SMART Marketing Notifications are customers that will be interested in that Clients marketing and messages).

**So you are now fully aware of how to use this solution and
how easy it is to use.**

Now go ahead, Register for an account.

Create your Profiles

Add your FLAREs

Deploy your FLAREs in the best locations

Tell everyone to download the

FREE Mobile App

Start realizing the benefits of FLARE Smart Marketing.