



# Atlantis Mobile App.

Expanding the engagement.

A guest experience platform, built on  
Voix.

1:45



AZURE COVE - THE PEARL

# Welcome back

*Sign in to your stay*

GUEST

Mara

KEY

••••••••

SIGN IN →

NEED A KEY?

VISIT THE FRONT DESK →

Wi-Fi <http://10.0.0.207:8000> >

EST. 2019

AZURE COVE - RESORT & MARINA

## Thank you for the time last week.

We're grateful for the chance to sit down with your team and talk about what comes next.

It's been a genuine pleasure pouring our work into Voix v8 alongside you. The platform has come a long way, and it's reached the point where it can carry something this ambitious.

What follows is our team's proposal for the road ahead. **Thank you for the opportunity to bring it to you.**

## We've already proven it works.

A working app is running today: CMS-driven screens, live front-desk chat, push notifications, and beacon-based location awareness, all against the Voix backend.

The foundation exists. This proposal is about finishing it, and launching it well.

# A companion that knows who you are right now.

The website leads pre-arrival. The app earns its place through recurring visitation: the returning guest, the member, the family.

Its real trick: the app reshapes itself around the visitor's current role. Pre-arrival planner, on-property guest, in-room occupant, day-pass visitor. One app, many contexts, driven by where they are in the journey.

**We don't build four apps. We build one that changes context.**

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## 03 CORE FEATURE SET

# What the prototype already points to.

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## Live updates from Voix admin

Change content and screens without an app-store release.

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## Itinerary building

Guests plan and carry their schedule.

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## Family & group tracking

Keep the party connected on property.

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## Wayfinding

Beacon-driven indoor positioning and outdoor GPS: turn-by-turn routes, POI search, accessible paths, walk times, and offline maps, routed straight from the itinerary.

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## In-room controls

The room, in their hand.

## Chat with the front desk

A direct line, in-app.

## Issue reporting

Flag a problem, route it instantly.

## Notifications

The right message at the right moment.

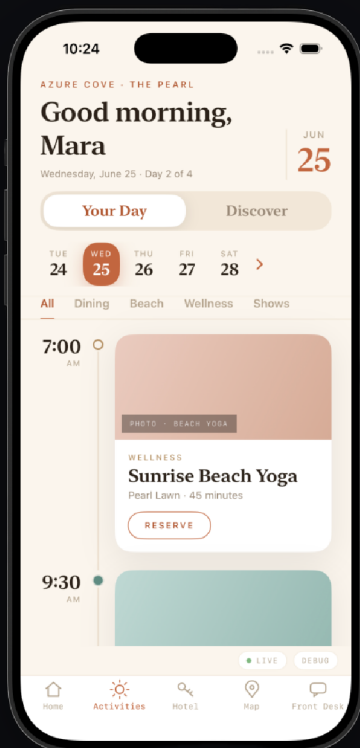
## LUMI · AI concierge

LUMI is the always-on, conversational concierge: proactive, personalized recommendations and a "Today at Atlantis" briefing each morning. Hands off to a live agent when it matters.

## Native video & rich media

A personalized vertical video feed plus 360° room and venue previews, woven through the journey.

*Final feature set is defined collaboratively as we go.*



ITINERARY



IN-ROOM CONTROLS



FRONT DESK

# Where we take it next.

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## Single sign-on

One MyAtlantis identity across web, app, booking, and loyalty. OAuth 2.0 / OpenID Connect, social and biometric login (Face ID, Touch ID), with profile, preferences, and history synced across every device.

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## Pre-arrival / On-Property modes

The mechanism behind the context-switching. The app knows which world the guest is in.

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## Full analytics & metrics

Unified reporting across web and app: who engages, with what, and when. The complete picture, finally in one place.

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## Segmentation / Personalization

Role and context feed the segmentation and personalization engine, tailoring the experience to each guest. *Contingent on segmentation activated by Atlantis in Voix v8.*

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### Analytics you can finally trust

We know reporting has been a sore spot. Because the app and the website run on one platform, every interaction flows into a single, complete picture. No stitched-together silos, no blind spots, just the full story of how guests engage, on the web and on property.

## One platform. Web and app.

The app is powered by Voix, the same CMS that runs the website. One content model, one admin, one team.

That's why it can launch in step with the website redesign, share its design language, and stay cheap to evolve. The context-switching and segmentation aren't bolt-ons. They're the same engine working in two places.

Travel Bold
Edit mobile page
Back to mobile pages
J

MOBILE PAGE

PAGE SETTINGS

TITLE: Lil Geezy Concert

SLUG: concert

Baked into the bundle as page\_id. Change carefully.

PAGE CONTENTS 4

- Event hero #0
- Event facts #1
- Event body #2
- Ticket tiers #3

RELEASE HISTORY

DANGER ZONE

Save Page

LIVE PREVIEW · IPHONE 15 PRO

Event hero SLICE

Image Selected

Replace image Remove

Badge Tonight · 9:00 PM

Title Lil Geezy

Subtitle Live at Cove Amphitheater · Sunset...

Image label amphitheater

Delete

EDITING A LIVE APP SCREEN IN VOIX ADMIN, THE SAME CMS THAT RUNS THE WEBSITE.

# Built to enterprise standard.

Atlantis-scale concurrency, bank-grade security, and the speed guests expect, on an architecture designed to evolve.

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## Native iOS & Android

One cross-platform codebase deploying to both the Apple App Store and Google Play, with App Store Optimization and staged rollouts.

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## Security & compliance

OWASP Mobile Top 10, encryption in transit and at rest, certificate pinning, and biometric auth. PCI-DSS-ready payments with tokenization; SOC 2 Type II-aligned practices.

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## Performance

Sub-2s launch, sub-300ms APIs, an offline-capable core (map, itinerary, key, saved menus), and battery-efficient beacon and GPS polling.

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## CMS-driven & over-the-air

Headless Voix drives every screen, menu, and listing. Feature flags, remote config, and OTA updates ship change without an app-store resubmission.

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## Integration-ready

REST and GraphQL across PMS, booking, POS, CRM/CDP (read and write), loyalty, spa, and dining. Analytics (GA4, Firebase, Amplitude), crash reporting, and marketing-automation hooks.

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## Accessibility

WCAG 2.1 AA, VoiceOver and TalkBack, dynamic type, high-contrast, and native dark mode.

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SHIPS TO



iOS



Android

# You own what we build.

A clean line between platform and product, and no lock-in.

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## Custom code & data

All custom code, integrations, configurations, and the guest, analytics, and behavioral data are owned by Atlantis.

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## Platform vs. product

Voix is the underlying platform, maintained by Logicbomb Media. Everything built on it for Atlantis is yours, perpetually licensed at minimum.

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## Source access

Full source in your repository, fork or clone anytime, with build and deployment documentation.

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## No lock-in

Portable, standard formats (JSON, CSV, SQL). Export data and content at will; third-party escrow available as an added safeguard.

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## Clean exit

On termination, a 90-day transition with full handoff and cooperation.

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# What lands at launch, and what follows.

Launch covers the full guest journey. The rest is sequencing, not uncertainty.

## **In-app booking · via VERB's Dolly**

Native booking for rooms, dining, spa, and activities rides on VERB Interactive's Dolly. The moment it lands as promised, surfacing it in-app is low-hanging fruit. We're architected to drop it straight in.

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## **Digital room key & mobile check-in**

Contactless entry (ASSA ABLOY / Salto) and skip-the-desk arrival, including Apple Watch and WearOS.

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## **Gamification**

Badges, streaks, and challenges ("Explore all 14 pools") tied into the loyalty program.

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## **Voice & wearables**

Siri Shortcuts, Google Assistant, and a glanceable watch companion.

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## **Flash offers & dynamic pricing**

Context-aware, app-only deals on open cabanas, spa slots, and tables.

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## **Kids mode & social**

Age-appropriate profiles, parental controls, and opt-in group and meetup features.

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# The delivery calendar.

A working prototype by January 2027, launch in March alongside the website redesign, and two on-site trips to Atlantis to program and validate the beacons.

JUL 2026

## Kickoff & beacon data handoff

Engagement begins. IT delivers the beacon inventory; we lock scope and architecture.

AUG-SEP 2026

## Foundation

Single sign-on, app architecture, and the pre-arrival / on-property mode framework on the Voix content model.

OCT-NOV 2026

## Core build

Itinerary, in-room controls, front-desk chat, issue reporting, notifications, and beacon wayfinding.

NOV 2026

## Trip 1 • Atlantis → ON-SITE

Program and calibrate the beacons on property, mapping every zone for wayfinding.

JAN 2027

## Working prototype

Every core feature working end to end.

FEB 2027

## Hardening & analytics

Full analytics, third-party integrations, segmentation signals, and content loading.

FEB 2027

## Trip 2 • Atlantis → ON-SITE

Final beacon testing and wayfinding validation in the live environment.

MAR 2027

## Launch

Alongside the new website redesign.

APR 2027 →

## Continued partnership

Ongoing iteration, improvements, and new features we shape together as a team.

# Raise the retainer to 230 hours.

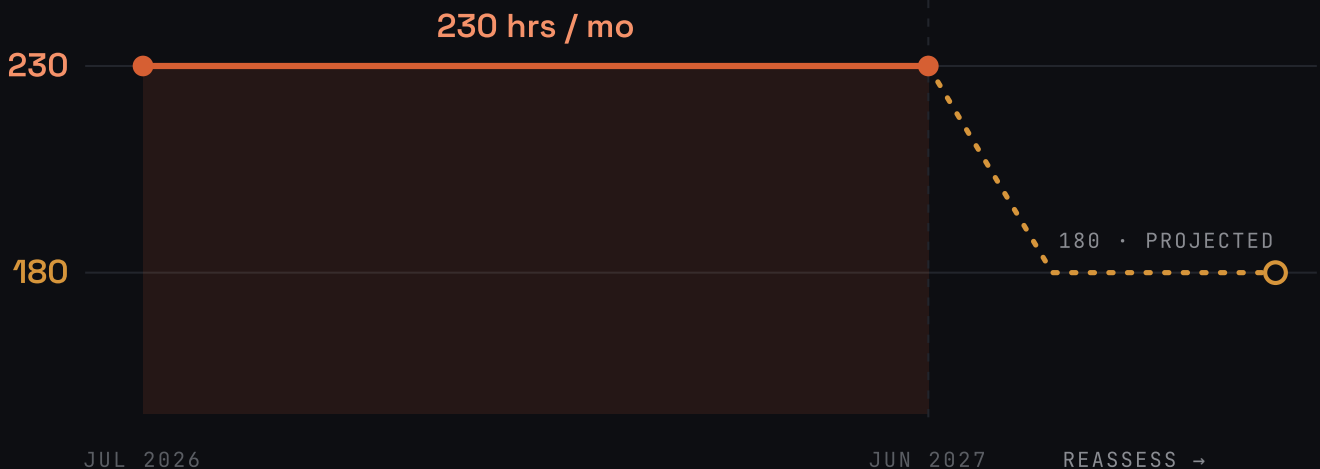
# 230 HRS / MO

NEW MONTHLY LEVEL · CONTRACTED FOR ONE YEAR

Not 230 added on. 230 as the new monthly retainer.

We're already redlining at our current hours. This step up is the capacity to deliver the prototype, the launch, and the additional feature set on the timeline shown, with a little breathing room for web work too.

That matters as we start merging new custom app features back into the website, so the redesign can leverage the same upgrades. **One fixed term, and a finished product at the end of it.**



230 hrs / mo for the contract year, reassessed thereafter.

# To make this real.

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## Beacon data from IT

Locations, IDs, and calibration details.

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## Website redesign & branding collaboration

We can move forward with the technical build through January and worry about the skin in the final moments, distilling the app's design language from the redesign once it's settled, so web and app share one visual system.

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## Ongoing IT collaboration for API access

Granted as we integrate more systems.

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## On-site access for calibration

3 rooms across two trips to Atlantis, with a reasonable per-diem for a team of three, to calibrate and finalize beacon mapping.

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### Champagne at launch

When we ship something genuinely incredible at roughly 25% of what it first looked like it might cost.

# Bring us in early.

So we don't miss opportunities, we want eyes on these decisions as they happen.

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## Workado

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### In-room IoT decisions

Every connected device is a potential touchpoint.

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### CRM / CDP discussions

Especially segmentation tagging and APIs.

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### Booking systems

Likely a non-issue if VERB's Dolly handles it, but we want eyes on it.

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13 WHY US

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# Us vs. everyone else.

Same brief, very different starting line.

	LOGICBOMB MEDIA	OTHER VENDORS
Track record	✓ 15 years of history	Starting from zero
Voix CMS	✓ Direct, native integration	Third-party, integration overhead

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	LOGICBOMB MEDIA	OTHER VENDORS
Voix DXP · personalization	✓ Direct, native	Bolt-on, if at all
Speed	✓ We move quick	Procurement, onboarding, ramp-up
Value	✓ Almost undoubtedly the best value	Premium agency rates
The Atlantis customer	✓ We understand them deeply	Learning on your dime
Website redesign	✓ Intimately involved, inside and out	Outsiders looking in
Asset & code reuse	✓ Reused from the redesign for consistency	Rebuilt from scratch
Existing integrations	✓ We know them like no one else	Reverse-engineering
Accountability	✓ One team for web and app	Coordinating across vendors
Risk	✓ A working prototype already running	Pitch decks and promises
Ownership	✓ You own the code and data, no lock-in	Platform lock-in
Access	✓ A direct line to the people building it	Account managers and tickets
Commitment	✓ In it for the long haul	Project ends, you're on your own
Handsome	✓ Exceedingly	Results may vary

# From yes to kickoff.

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01 Approve the retainer increase

CLICK TO APPROVE VIA EMAIL →

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02 Kickoff and beacon data handoff

03 Prototype sprint begins

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# Let's build something worth the champagne.