

## ■ Page 1: Cover – Capture Curiosity



*The Smart Camera System That Turns Cue Sports into a Venue Experience*

**Subheading (value prop):**






Boost your table revenue, attract new customers, and generate sharable branded content — all powered by AI.

# What is CuelQ?

CuelQ is a smart camera system that transforms ordinary pool tables into engaging, trackable, marketable experiences. It uses AI and computer vision to analyse gameplay, support challenges, and create compelling visual content.



## Why It's a Win for Venues

-  **Increase footfall & playtime** with interactive challenges and competitions
-  **Premium pricing** for smart-enabled tables
-  **More dwell time = more spend** on drinks & food
-  **Create and share branded content** from your venue
-  **Differentiate your venue** with cutting-edge technology

# **Make CueIQ a Revenue Engine, Not Just a Gadget**

You don't just install CueIQ — you *incorporate it into your business*. Here's how venues see ROI:

## 1. **Competitions That Drive Participation**

- Fastest clearance & trick shot contests
- Winners verified or voted — builds excitement
- Drives premium table hire & increased visits

## 2. **Sharable Branded Clips**

- CueIQ auto-generates highlights worth sharing
- Local brands can sponsor moments = ad revenue
- Your best content is repurposed for ongoing marketing

## 3. **CueIQ Challenges**

- Structured skill progression for players
- Creates repeat visits and healthy competition
- Recognise top performers publicly = content that markets itself

**Venues succeed when they prime the pump** — we provide strategy support, marketing assets, and in-app promotion tools to help you get results.

## Flexible Venue Pricing

- 💰 **Setup Fee + Subscription Model**
- Discounts for volume or long-term commitment
- Includes software updates, analytics, and content delivery tools

## What's Included

- CuelQ Camera + Mounting Kit
  - Venue Dashboard + Player App
  - Access to CuelQ Competitions & Challenges
  - Content generation & social sharing tools
- 



## Let's Make Your Venue a CuelQ Location

CuelQ isn't just a system — it's a platform to:

- Grow your audience
- Enhance customer loyalty
- Generate new revenue streams



**Join our early venue partners now.**

We'll help you set up, promote, and maximise ROI from day one.



**[[cuelq.com/venues](https://cuelq.com/venues)]**



**Scan QR to schedule a demo**



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