



# PROXCOMM Interactionism

## The Social Smartphone Engagement Tool

It is our proprietary proximity connectivity with all. Our **PROXCOMM Smartphone Technology** has broken the barriers of social marketing, education, direct communication, all to the palm of the hand of the majority, with their Smartphones. We go nowhere without our communications comfort blanket and are forever checking our status, notifications and social connections.



It is the **PROXCOMM Proximity Beacon and QR Codes** that interact with all *Smartphones*, either as a notification, which is received when within a 300-foot or less radius via Bluetooth or when they scan our *grease lightning* QR Codes, which emulate our proximity beacon technology.

**Interactionism**  
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• By interacting with others, meaning is created in the interaction, from which we learn

# Interactionism



### Pure Interactionism with simple intentions to inform!

Information and marketing are the key elements of all. No matter what your business or objective it is all about pushing information and positively pulling via the message.

**Interactionism** is the sociology focuses on the way that we act, or make conscious choices regarding our behavior that proceed from how we interpret situations. In other words, humans are not simply reacting to social stimuli: we are social actors and must adjust our behavior based on the actions of other social actors. (Information & Notifications)

### That is PROXCOMM Interactionism at its best!

**Interactionism** is about connecting with '*calls for action*', that is pure marketing which radio, television, magazines, Internet, and a Billboard cannot achieve. The reason is simple, we all tune into different formats which we have agency or decisions over. **PROXCOMM Proximity Beacons** reach all, either directly or through loyalty mobile apps!

**PROXCOMM Interactionism** information can be used to understand the social construction of the world, which is focused on not only the meanings that we give to behavior but also how we interpret the meanings of behavior or information that is placed directly in our personal world.

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**Connect, Engage, Communicate... Be Heard...**  
**WE ARE IN THE NOW AND KEEP YOU; IN THE KNOW...**

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