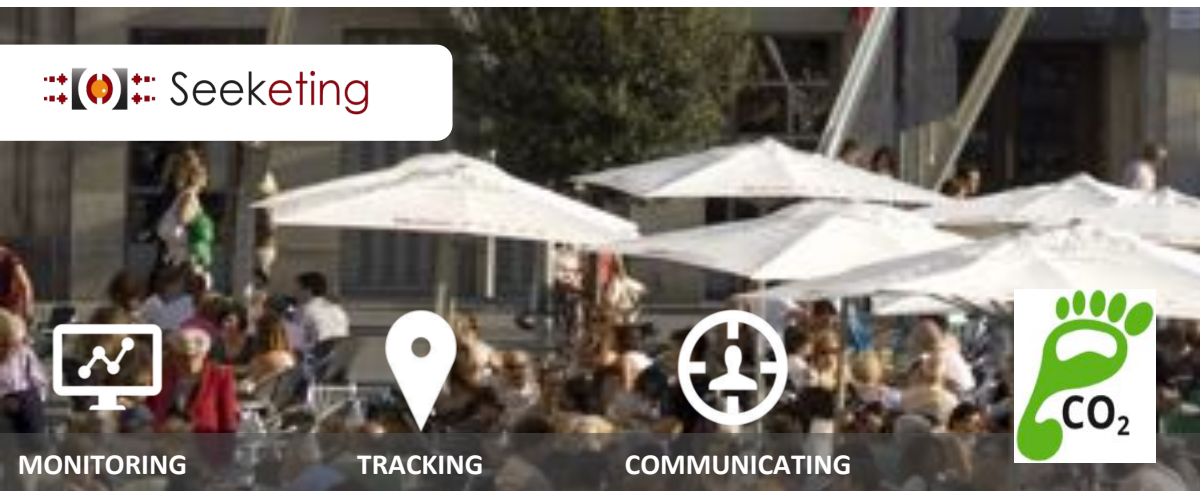


Phyigital plug & play solution capable to detect same smartphones at any physical location and digital / online web sites

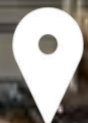
GDPR compliant. The base technology are the Seeking Nodes IOP (Internet Of the People).



Seeketing



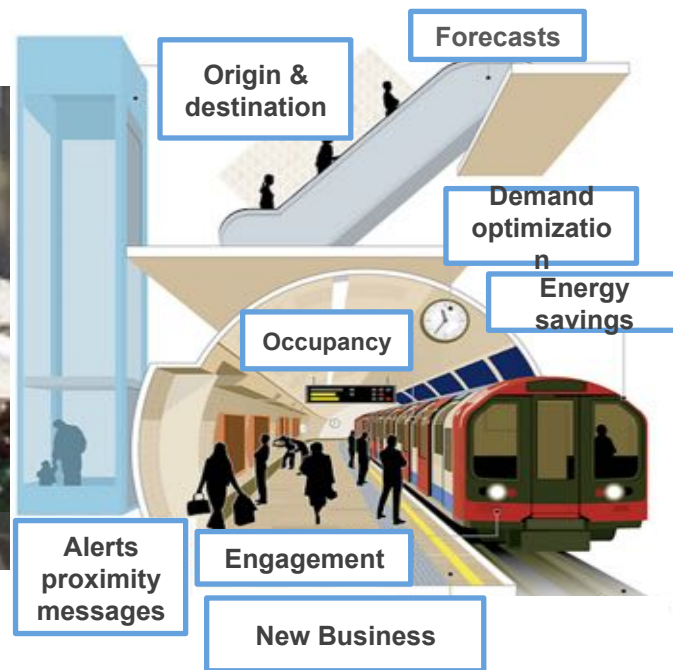
MONITORING



TRACKING

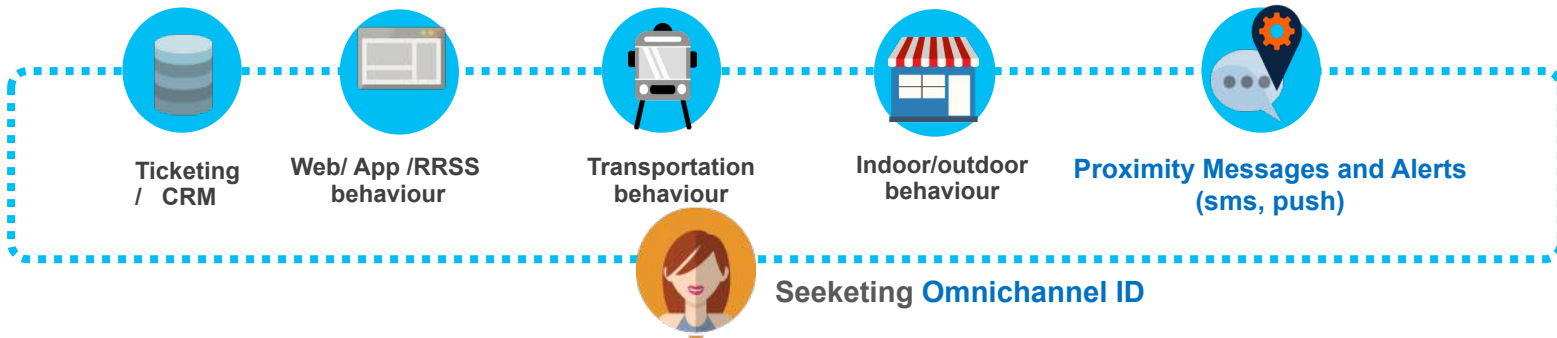


COMMUNICATING



Seeketing nodes hardware is the unique hardware capable to detect massively and anonymously the mobile devices and visitors behavior at any point of interest (bus, subway & railway stations, street, buildings area, hospital, commercial street, shopping center, ...). Basic and advanced KPIs, (dwell time and frequency of visit, origin, destination) will be monitored and integrated with any IT tool

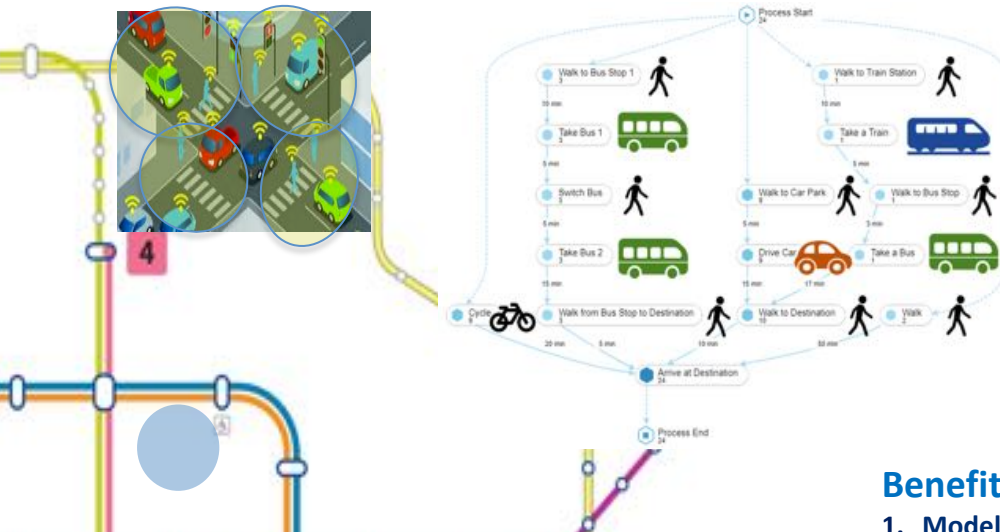
Our project solve the integration of the visitor's physical behavior with the use of mobile devices through mobile Web or Apps. It offers a unique phyigital identification (physical+ Web + App) which enables interaction through in-station SMS, WhatsApp, push notifications and emails, measuring the the effectiveness to drive people to a different physical area/zone of proximity messages.



Analytics & Proximity Messages applied to Transport networks or city movements

Real time & In mass analytics 85% of total

- Volume of unique visitor by location, venue, station
- Origin and destination of visitors
- Frequency and itinerary of travelers
- Occupation by area, square, street, beach, wagon, vehicle
- New and recurrent visitors, Dwell times by zones
- Access control and registration of intermodal travelers
- Crowd detection and alerts to staff or public
- Travelers profiling, Sales opportunities by commercial zones
- Real time messages by proximity



Benefits

- Modeling city with real 24/7 in mass, high quality & accuracy data:** What are the journeys more frequent in the city? It is possible to deduce other relevant indicators such intermodal transportation used.
- Planning city services and optimum capacity utilization:** Through the information generated and other data sources, with you can predict behavior and adapt supply to recommended demand.

Interaction by proximity with the citizens and visitors

- Sending automated and personalized information** and alerts at the entrance to each area (Interactive guide and active management tool to redistribute visitor flows)
- Creating new digital services at indoor and outdoor locations** (Services quality inquiries, promotions, tourism, alerts by crowd detection, etc).

Phygital solution connecting digital and physical user data

Unique User Identification GDPR compliant



Connecting People with Points of Interest

Seeketing solves real time optimisation, planning and traffic generation challenges in urban, transportation and commercial areas by generating location big data from visitors' behaviour and proximity based interaction

PHYGITAL APPLICATIONS



**Mobility Analytics
&
Demand Modelling**



**Transport Networks
Urban & Mobility Planning**



**Tourism &
Local Retail**



**Events - Social
Distance**

1st Prize III Technological Competition, award given by Spanish Federation of Municipalities and Regions and the Ministry of Industry, Commerce and Tourism.



Innovación Y Calidad

El programa Phygital alcanzará a más de 550 establecimientos potenciales y plantea avanzar en su transformación digital

Benidorm presenta al Ministerio un proyecto para impulsar el turismo de compras en varias zonas comerciales

08 Octubre 2021



Global Challenge: reduction of the CO2 footprint

Phigital technology allows to analyze the behavior of people thanks to the technology of detection of phones based on fingerprinting.

- Generate engagement with citizens and visitors (phygital behaviour and interaction)
- Collaborate with physical business (sustainable business model, avoid congestions, recommendations)
- Up scale the solution with a profitable private-public business model)

Cameras, Apps or other source of data:

- Only basic counting and low optimization
- They can not provide interaction with commuters, travellers, citizens and tourist to optimize transits (intermodal and intramodal mobility systems)

Thanks to using Unique Identifiers and Digital to Physical interaction, Seeketing can demonstrate a significant reduction in CO2 footprint for three key challenges that cities face

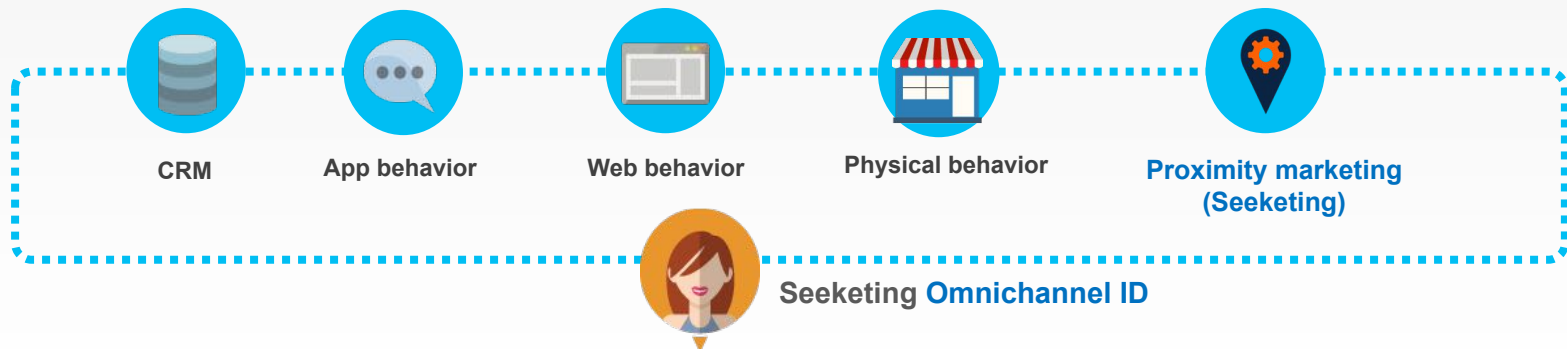
Annex I. OVERVIEW

Seeketing:::Phyigital Solution

Your online communication integrated with your mobile marketing campaigns and your physical operations. Seeketing detects visitors (user to user) by providing a **unique phyigital ID**. With this ID it is possible to optimize multiple processes related to the operational management of stores and malls. For example:

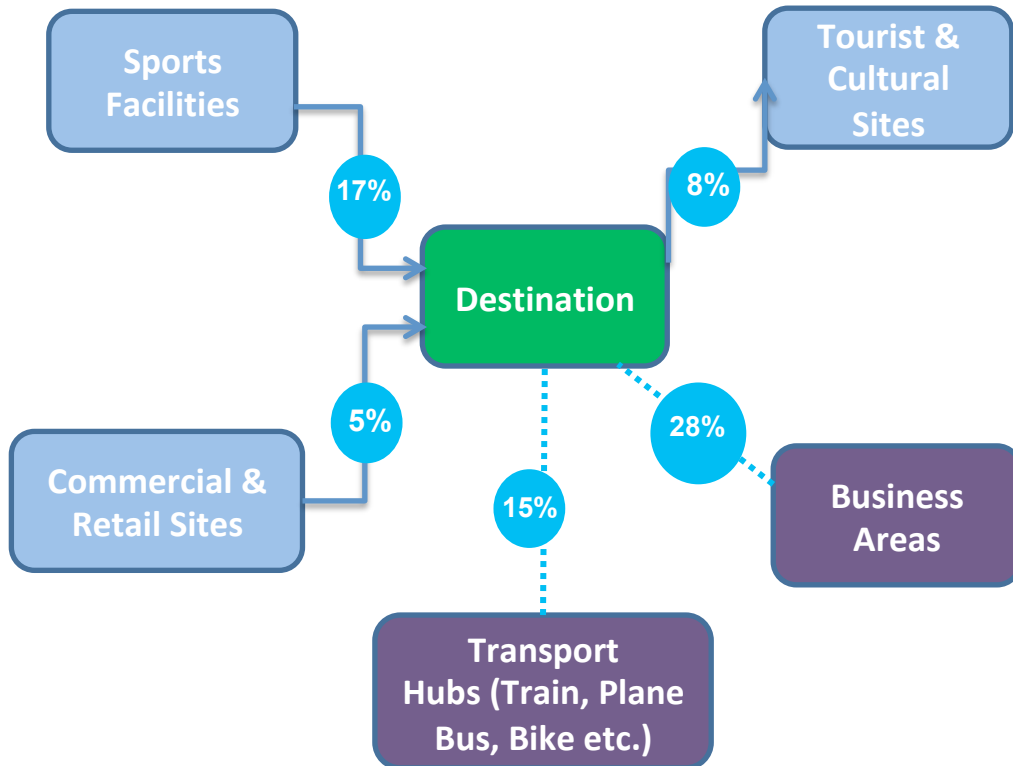
- ▶ Tracking visitor's behavior at physical areas mix optimization
- ▶ Tracking Email campaigns performance to drive traffic to areas (alert or loyalty programs)
- ▶ Sending SMS/Whatsapp to visitors when they are visiting the location (alerting or proximity marketing).
- ▶ Linking the user's digital (web/app) behavior with user's physical behavior for improving promotion policies and cross-selling (omnichannel optimization).

Seeketing can link CRM user's data with store and Web/App navigation behavior



Traffic data on points of origin and destination

Seeketing allows traffic flow measurements between urban points. These metrics assist in the planning of public infrastructure investments (transportation, municipal allocations, etc.).



Data Provided:

- People movement patterns segmented by Urban Area, Recurrency, Frequency, Time, etc..
- Traffic Flow Volumes
- Dwell Times
- Digital behaviour linked to Physical profiling



Applications:

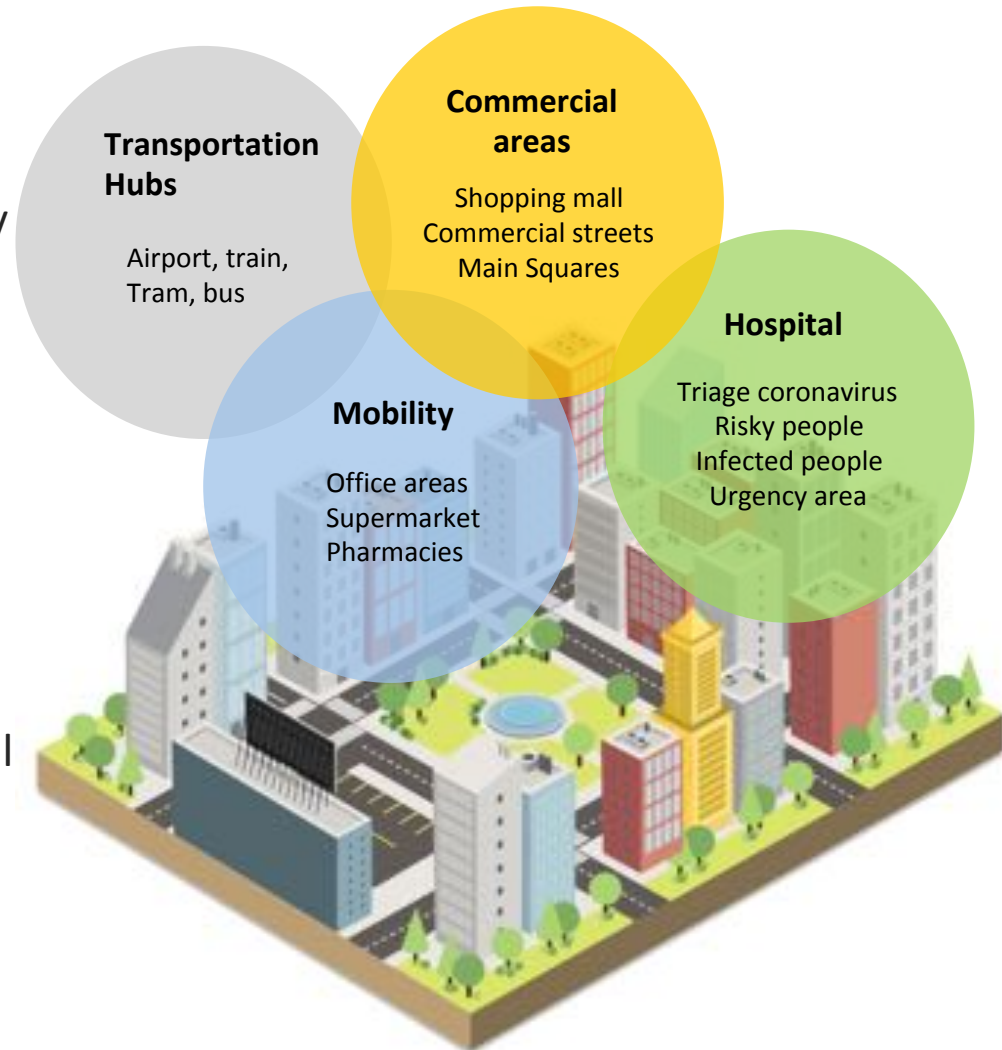
- Plan improved access to key facilities (Hospitals, Stadiums, Housing Estates)
- Plan transportation hub locations, parking and shuttles
- Improved monitoring and planning of city events
- Measure traffic flow to tourist destinations
- Monitoring social distance (COVID)

Our approach

Seeketing technology is based on proprietary plug&play sensors – Nodes-for phones detection providing massive/legal behavior analytics of citizens at physical locations.

Nodes located at key public areas

- Collecting behavior patterns of physical and digital behaviour





Municipality Case Study



Vila-seca Tarragona

Seeketing operates in 50 municipalities

The urban areas monitored are:

- Relevant tourist areas.
- Streets and commercial areas, including shops, markets, shopping centres, and public buildings.
- Buses and Tram lines and other transportation hubs

Seeketing services are used both by businesses and by municipalities, which are provided with:

- Daily traffic flows and journeys in streets and municipalities (profiles by behaviour: locals, hikers and tourists).
- Personalized mobile communication by proximity to locals, hikers and tourists to drive retail sales .



Results

As the user behaviour data obtained is massive it has great value for optimising the management of municipal or commercial events.

The impact of mobile proximity marketing on local commerce or tourist events is accurately measured.

This in turn enables campaigns to be adapted to the time of year and personalised to improve campaign impact.

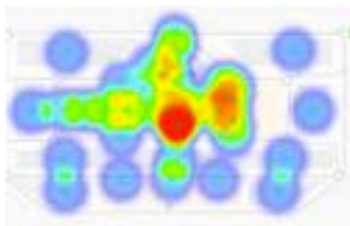
1. WE OBSERVE:

Iceberg data

Data depth level

Current data:

Color maps



No segmentation

Aggregated and extrapolated

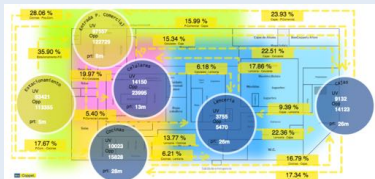
Counting +
Footfall

Traditional

Cameras + Wifi tracking

Measurement x UserRatios
and their evolution

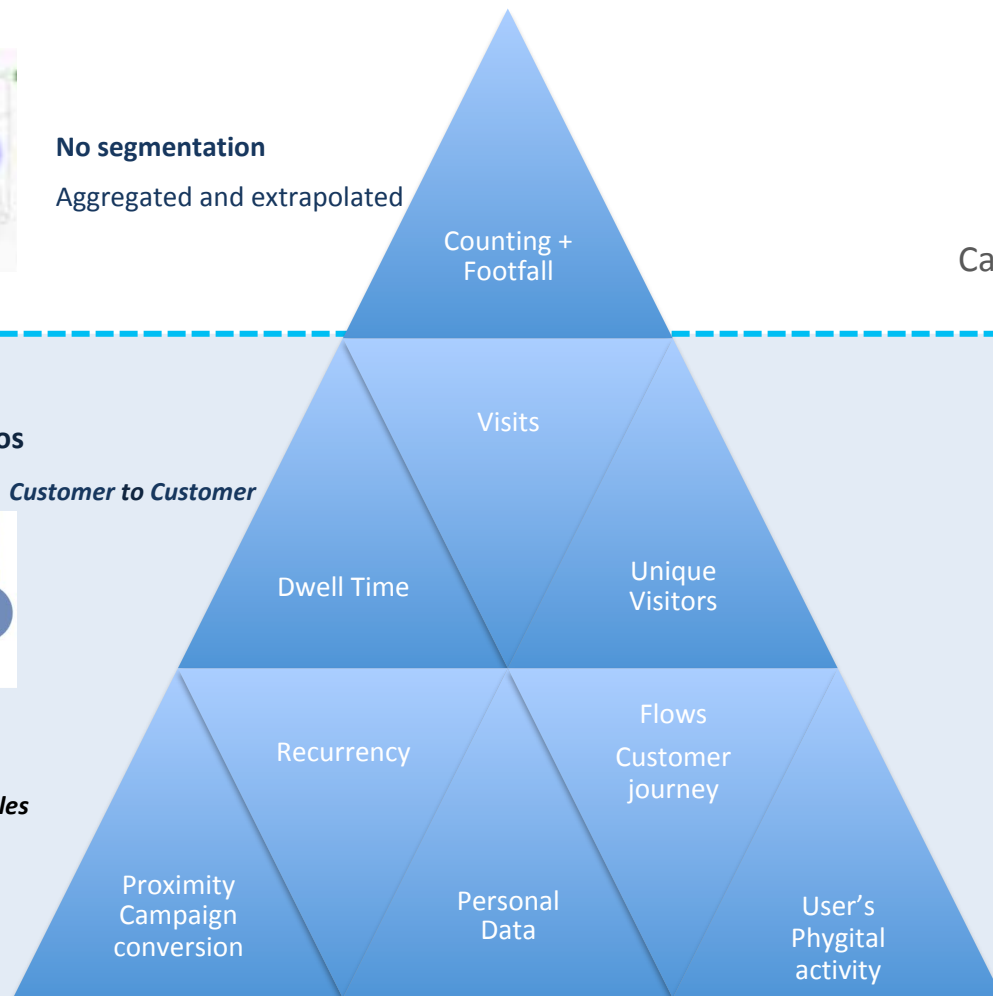
Customer to Customer



Color Map

Segments and profiles

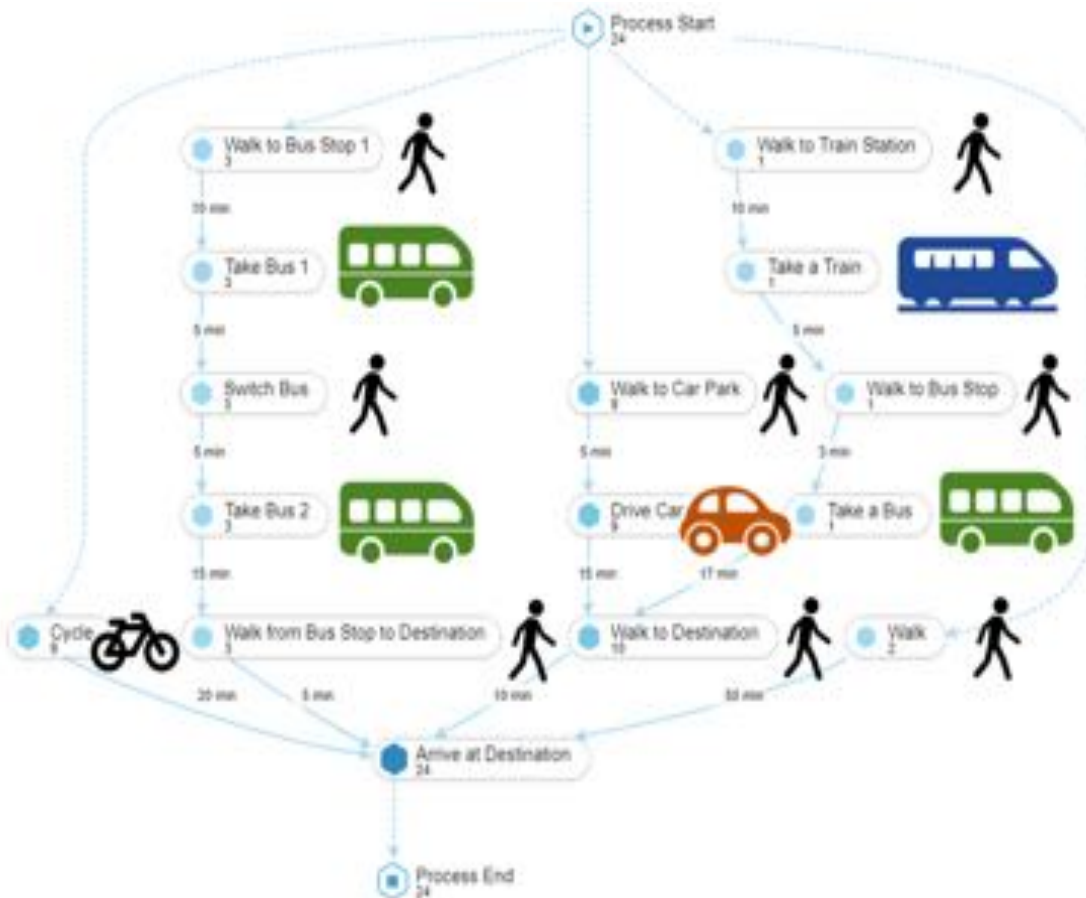
Optimization
Customer insight



With SEEKETING



Phyigital Network for Intermodal Mobility Analytics and On-Demand Services



Example of intermodal/multimodal travel chains in a Process Mining view

The Seeketing PN can collect millions of Digital Footprints across a multi-mode transport network using spatial modelling.



Mobility as a Service



Capacity Planning



Active Travel



Phyigital network for intermodal mobility analytics and On-Demand services

Optimise transport systems by spatial modelling

- Segmentation of different transit system users (based on behaviour)
- Data for real-time routing solutions that respond to traffic changes at specific points of interest
- Support better capacity planning of mass transportation systems, including the integration of transport modes such as e-bicycles and scooters into transportation infrastructure planning
- Crowd monitoring and management tools for busy transport hubs such as stations
- Travel flow monitoring and modelling, to support evaluation of existing networks and identify future improvements
- Optimization of staff and resources, timetable transit definition optimisation

Enable the creation of new digital services and real time interaction with travellers, both before and during travel:

- Trigger mobile information messages to passengers to improve decision making on best route and/or mode of travel
- Provision of traveller satisfaction surveys
- Measurement of wait times & service latency at transportation hubs
- Detect travel incidents at any point interest
- Monetisation of transport infrastructures: improving local commerce by driving users to nearby commercial areas, parking areas, etc... using Proximity Messaging (SMS/ WhatsApp, Push e-mail etc.)
- Post COVID. capacity control of vehicles station. platforms at



Transport Network Planning

Case Study: Madrid Light Train network



Challenge: Ticket data was not enough to know the trips and destinations that travellers make.

No access control to street level platforms.

In consequence, true paying traffic was unknown.

Complicating the optimisation logistics, operations and profitability.



Challenge: Understand true flow volumes of travellers at each station along a line and compare with e-ticket redemption



Solution: Nodes were installed on all platforms at stations along the line to establish the traveller direction. This generated a variety of Journey Metrics Data:

Volume of travellers per platform, Number of travellers per stop for each line that could be compared to paying passengers



Results:

- Optimisation of the logistics of vehicles in terms of number of vehicles per hour
- Objective information to analyse the service performance in relation to the number of journeys paid
- Replacement of analytics based on estimates and samples by data samples much closer to reality (70% of total real travellers) and available day by day



Transport Network Planning: Case Study

Case Study. Atocha Train & Metro Hub

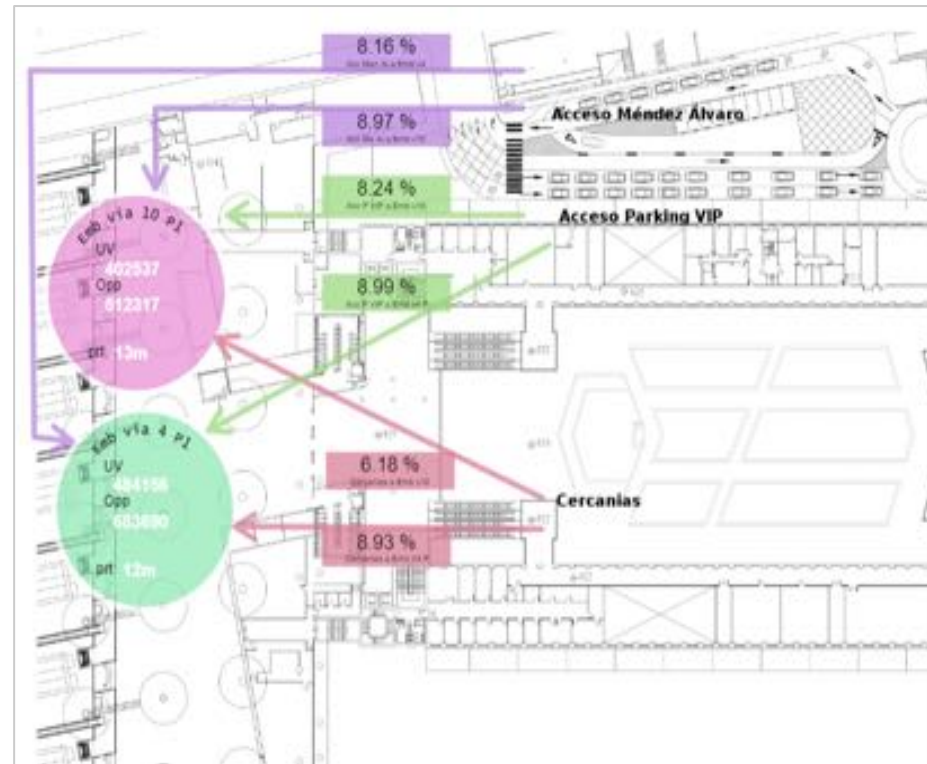


Challenge: Atocha, the main rail passenger transport hub in Spain, needed to improve its knowledge of passenger behaviour in order to optimise operations. Camera data did not allow sufficient granularity and reliability in the metrics of point of origin and destination, waiting times, etc ...



Solution: Nodes were placed on the 3 floors of the Station to measure the traffic of travellers from the entrances to the different platforms. Additionally, accesses to commercial retail areas, taxi zones, public transport and parking areas was monitored. The result confirmed the power of Seeketing technology as a tool for optimising the Station's operations.

ADIF – Puerta de Atocha Station – 1st Floor: data flows from street access to the Train platforms





Case Study: Events analytics (Riyadh)



Challenge: Every year, the General Entertainment Authority (GEA) organises and finances a wide range of Artistic, Sporting and Cultural events, including Theatre, Music performances and Fashion shows.

Need: Collect visitor data to evaluate the commercial performance of each activity to establish the profitability and finance requirements of future events.



Solution: Multiple outdoor and indoor events were monitored throughout the city to provide data on visitor flows recurrence between the distinct areas and event locations.



Results: Improved budget allocation for future tourism generating events and promotion thanks to real world, real time data.

Riyadh Season: Saudi Arabia's biggest entertainment event





USE CASE. Tourism & Local Commerce

Revitalisation of Tourist Areas and Local Commerce

Drive traffic and increase sales for targeted local businesses through proximity messaging

- App-push
- SMS
- Email
- WhatsApp



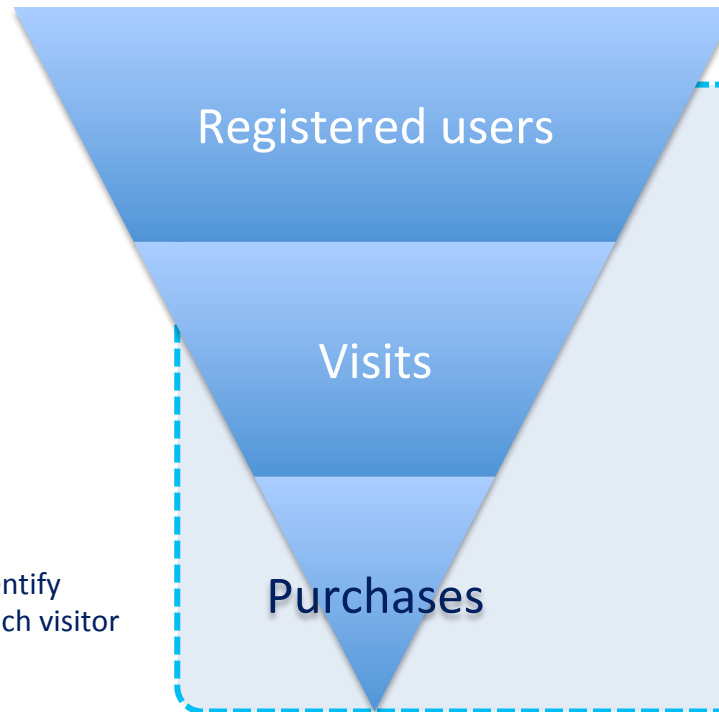
Application

- Tour Guides and recommendations
- Surveys
- Commercial info (local commerce, restaurants)
- Events activities
- Mobility assistance

Traditional CRM

- Outdoor Campaigns
- Basic segmentation (Gender, Age)
- Dark area
- The Tourism department must identify manually the source campaign for each visitor

Communication Funnel



Integrated Seeketing

- Outdoor to visits campaigns
- Phygital behavior targeting
- In-store campaigns
- Omnichannel visibility and response
- Visitor-to-visitor optimization