FROM THE TOURIST POINT OF VIEW

Juan Ramón Santana – Universidad de Cantabria
ClouT project

- Bridging Internet of Things and Internet of People by exploiting the Cloud paradigm, enabling end to end business and social scenarios (Cloud+IoT = ClouT)
- Field trials:
  - Genova (Io non Rischio), Fujisawa (Sensors deployment), Mitaka (Sanpoki app), Santander (Smiley)
Motivate People by Providing information about spot

Choose spots from lists with smartphone.

Further motivation on behavior

Detect actual behavior by sensors (iBeacon etc)

Get Medals By visiting places and post photos.

Provide information exchange capability among visitors

③ people can submit comments.

It's nice.

I didn't know this place

Juan Ramón Santana – Universidad de Cantabria
ClouT Project – Mitaka Field trial

- **# of application downloaded**
  - Total: 567
    - iOS: 341
    - Android: 226
    ※GoogleAnalytics 9/25 0:00-10/26 11:00

- **# of Users**
  - Registered Users: 527

- **Posted photos and comments** (9/26-10-25)
  - Photos: 18,822
  - Comments: 2,037

- **# of users who got stamps**
  - More than 100: 79

- **# of users who won prize(11/1)**
  - Tote bags: 77
  - Stickers: 110
ClouT Project – Santander Field trial

Smiley Coupon

- Engage people to foster the commercial and hotels & restaurant services in the city.
- Make the city an attractive and open place for the tourists and citizens.
ClouT Project – Santander Field trial

- User involvement (Offer generation):
  - Representatives of municipal services:
  - Shop support (commercial businesses),
  - Tourism (hotel and restaurant services),
  - Tourism & international relations councilwoman.
- Private associations (hotel and restaurant services).
- Support to municipal services:
  - SantanderCreaOferta manuals (administrator),
  - Email, telephone & face-to-face support.
- Support to shop owners:
  - SantanderCreaOferta manuals (user),
  - Email, telephone support,
  - Weekly reminder by email.
ClouT Project – Santander Field trial

- Feedback from businesses:
  - > 70 shops have shown interest.
  - 38 businesses registered:
    - 31 shops,
    - 7 restaurants and bars.
  - 41 offers have been generated:
    - Wine bar, restaurants, cafeterias,
    - Shop stores, optician’s shops, food stores, accessory shops, office supplies shops, computing shops, beauty centers, pet shops, butcher’s shop.
  - Exchanged coupons: 30%.
  - The Municipal Shop Support Office is really glad with these results (involvement of establishment owners).
ClouT Project – Santander Field trial

- Average degree of smile: 74.3%. (116 users)
  - Degree of smile better than 50%
    - Female (%): 23.4%
    - Male (%): 76.6%
  - Degree of smile better than 80%
    - Female (%): 31.3%
    - Male (%): 68.8%

- Degree of satisfaction: positive feedback.
  - What do you think about Smiley Coupon?
    - Love: 54.0%
    - Like: 44.4%
    - Dislike: 1.6%
  - Would you recommend it? / Do you think it is an useful idea?
    - Yes: 98.2%
    - No: 1.8%
FESTIVAL project

- Create European and Japanese offers for IoT and Smart ICT experimentation platform.
- Provide an Experimentation as a Service Model that provides APIs for homogenous access to the testbeds.
- Development of services on 3+1 domains:
  - Smart Energy
  - Smart Building
  - Smart Shopping
  - Smart City
FESTIVAL Project – Smart Shopping

IoT technologies to foster new local commerce opportunities

New area for testing SmartSantander testbed and FESTIVAL EaaS platform

Open Call to be released!

Juan Ramón Santana – Universidad de Cantabria
FESTIVAL Project – Smart Shopping
FESTIVAL Project – Smart Shopping

Municipal office of Market Support promotes the competitiveness of the commercial sector in the city of Santander.

SantanderCreateOffers app allows shops, restaurants and hotels owners to generate offers and discounts in their products.

<table>
<thead>
<tr>
<th>Number of shops</th>
<th>Number of offers</th>
</tr>
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<tbody>
<tr>
<td>2000</td>
<td>21</td>
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<table>
<thead>
<tr>
<th>Number of shops</th>
<th>Number of offers</th>
</tr>
</thead>
<tbody>
<tr>
<td>100</td>
<td>74</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Number of hotels/restaurants</th>
<th>Number of offers</th>
</tr>
</thead>
<tbody>
<tr>
<td>234</td>
<td>13</td>
</tr>
</tbody>
</table>
FESTIVAL Project – Smart Shopping

Data collection (by Beacon)

BLE, wifi

Data analysis

◦ Analyze relationship between customers, exhibitions, and environment

Recommendation

BLE, wifi, infrared light
FESTIVAL Project – Smart Shopping

Idea: integrating Points of Interest search with POI similarity

Apply it to real datasets:
- SmartSantander datasets about traffic information and shops.
- WiFi packets analysis in Santander and Osaka.
FESTIVAL Project – Call for Experimenters

FESTIVAL offers key IoT resources in Europe and Japan

- For who? Researchers, SMEs, startups, innovators, developers...
- For what? To experiment with FESTIVAL testbeds in Europe and in Japan from smart building, smart energy, smart shopping and smart city domains.
- How? Through federated FESTIVAL Platform with easy-to-use APIs and the Experimenters Portal

The experimenters will benefit from the state of the art IoT testbeds and access to large quantity of IoT devices, open data repositories and computing resources in Europe and in Japan.

A Kit for Experimenters will be available on the FESTIVAL website from November 1st!

- Call remains open from Nov. 2016 to April. 2017, New applicants will be selected every month
- No financial support, Support will be provided to experiments through the online documentation, webinars and a helpdesk

Contact: enduser@festival-project.eu
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