

The Festival project aims to provide homogeneous access to a federated testbed platform between Europe and Japan with an "Experimentation as a Service" model for testing added value services in **FESTIVAL** different domains (city, building, health, public services, art/culture, etc.) with real-life physical testbed environments involving real end-users

- "Smart Shopping" Factsheet -



Smart Shopping use cases have a twofold approach: first, count and locate people who visit "Mercado del Este" premises, located in Santander city center; secondly, delivery of offers based on different parameters, such as proximity or search based results. Both goals will be covered by the use of deployed devices, which integrate several sensors and radio technologies.



Value Offer of the use case

- Count and tracking people who visit "Mercado del Este" premises.
- Delivery of offers based on different parameters (i.e: Drink and tapa, 2.5€; 10% off sunglasses).
- Validation of WiFi and Bluetooth technologies for tracking and counting in a real scenario.



Facilities provided by FESTIVAL:

Positioning radio data along with and humidity)

Homogeneus REST API access

FESTIVAL set of resources (VMs) to deploy applications and perform data analysis



Use case results to be published in Open Data catalogue





Complete and easy access to valid on data

How to get involved?

FESTIVAL OPEN CALL will be launched in October 2016

Despite the fact that there will not be a specific funding for those calls, the experimenters will be able to benefit from the experimental IoT infrastructure that will be provided by the project, both in Europe and in Japan.



- Find out the FESTIVAL Privacy Impact Assessment form online here.
- Do you have questions about how to implement the procedure in your experiment?
- Do you need specific guidelines on how to safely collect and transmit your data?
- Do you want to find more guidelines and Factsheets on IoT experiments?

Visit www.festival-project.eu or send an email to enduser@festival-project.eu





