

- "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.

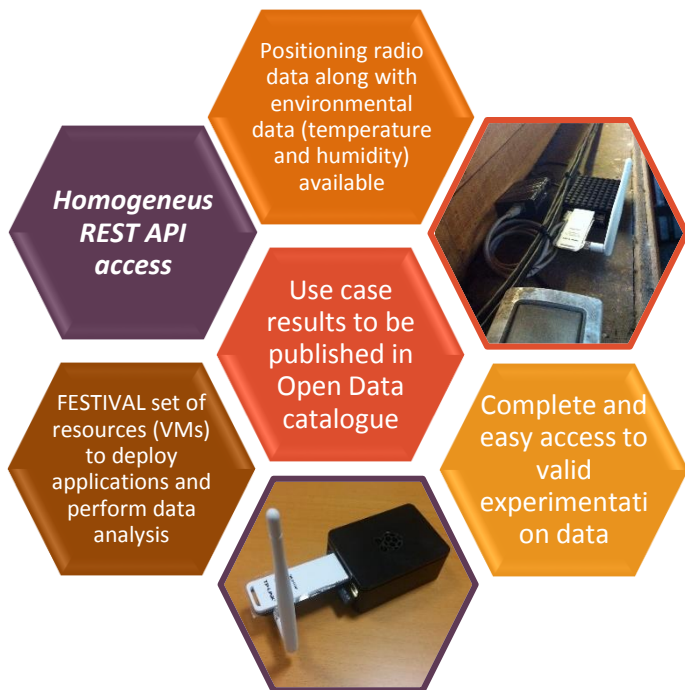


Value Offer of the use case

- ❖ 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 :



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

