

Large Venue



The provision of mobile services in areas with high public attendance, such as fairs, stadiums, hospitals, airports, shopping centres, represents an extremely complex challenge.

The system makes it possible to collect and coordinate an immense quantity of information, related to the physical and online behavior of people, in order to provide very effective interaction and localization services.

This allows to recognize in real time the profile of each visitor and therefore to set up a **highly personalized** engagement capacity.

Goals



Fully satisfying experience for the visitor



Delivery of new digital services



Optimisation of the spaces value

Applications

- **Detection of the presence of a specific visitor inside the location**
- **Personalised real time engagement**
- **Collection of data regarding the visitor's habits and online activities within the location**
- **User indoor localization and navigation**
- **Optimized management of mobile connectivity**

