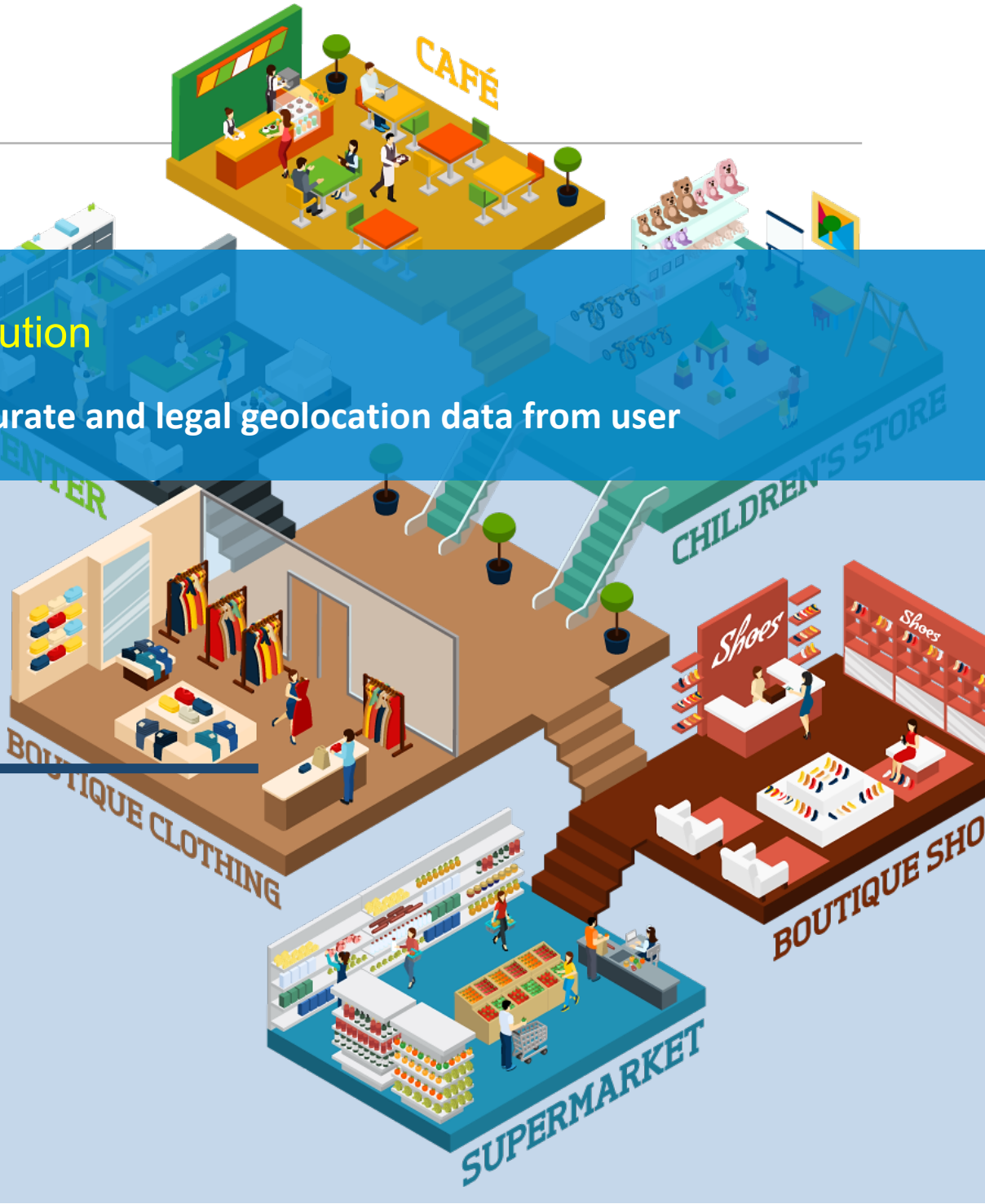
Seeketing

Coronavirus control – Mobility Solution

Integrated solution to achieve mass, accurate and legal geolocation data from user



Phygital proposal

"What is not **defined**, cannot be measured.

What is not **measured** cannot be improved.

What is not **improved** always degrades**. "**

William Thomson Kelvin (Lord Kelvin) British Physicist and Mathematician.

PROJECT OVERVIEW

The solution described below is aimed at operating real-time monitoring of large masses of population in 1) urban areas 2) indoor spaces, being able to differentiate among infected and uninfected people.

It is an holistic proposal, our solution being a crucial component to combine with Apps and Telco Data.

1. Limitations of others available solutions

- Apps data and Telco data only reach a part of the audience / total population.
- Apps data and Telco data have a highly variable accuracy according to urban scenarios.
- GRPD compliance

2. Requirements from the authorities and applicable technologies

- **Mobility control between urban regions: 80% covered by Telco data**
- **Trigger alarms when population levels are exceeded in physical areas of interest: 80% covered by Seeketing**
- **Detect infected people at public areas: covered by Seeketing (80%) + App (5%)**
- **Control of the chain of contacts by infected people: covered by APP + Seeketing**
- **People receiving phone messages at certain urban areas: covered by App (push) + Seeketing(SMS)**

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.

Seeketing can provide 3 levels of info for the Virus Scenario:

1. Nodes located at key public areas

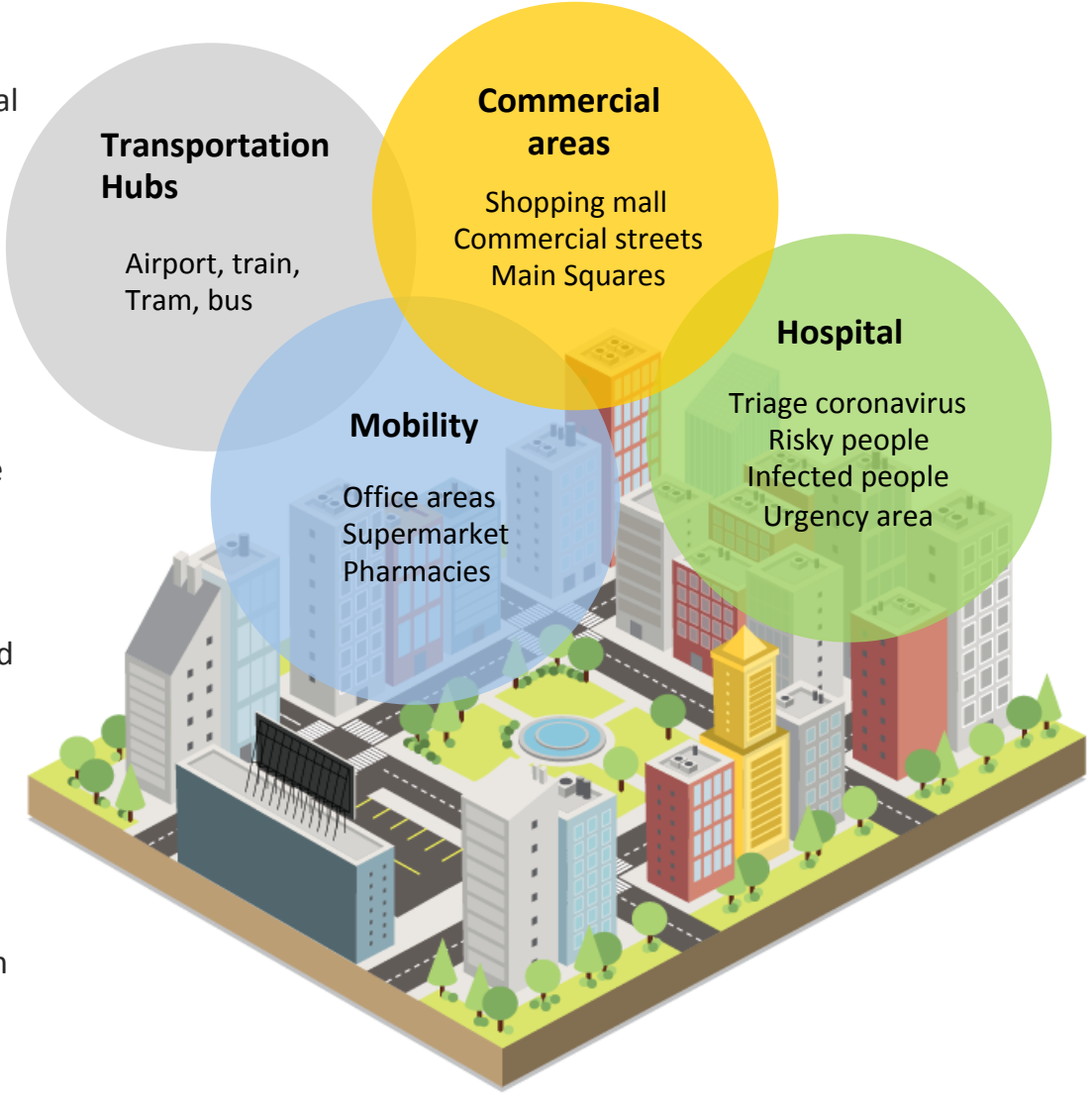
- Collecting behavior patterns of infected/non-infected people

2. Nodes located at hospitals and Test Areas

- Collecting behavior patterns of potential infected people, and knowing anonymous flows of infected people (detected at hospital areas) to public areas

3. User Registration at hospital And Test areas

- Identyfing infected/non-infected people to better trace them in public areas



Covid-19 Scenario: Areas of influence of each technology based on real performance

Each solution available provides better performance in certain physical spaces, so it makes sense to take advantage of all the solutions under an integrated scheme.

Telco Subscribers at big outdoor areas (inter-urban)

App users at private areas (home, job, offices)

Seeketing Nodes at Point of interest & Hospitals

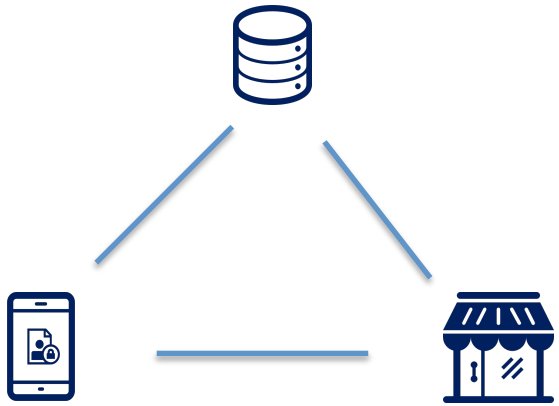
Covid-19 Scenario: Audience reach of each technology

Taking into account the actual performances of Apps and Telco Data from the previous Slide**, let's validate these performances applied to the Coronavirus monitoring scenario**:

Telco Subscribers at big outdoor areas (inter-urban)

Total population
80% reach (when all telcos Data are combined)

Infected Network
0%
Infected
0%



App users (private areas)

Total Population
1-5% reach

Infected Network
5%

Infected
1-5%

Seeketing Nodes (point of interest)

Total population
80% reach

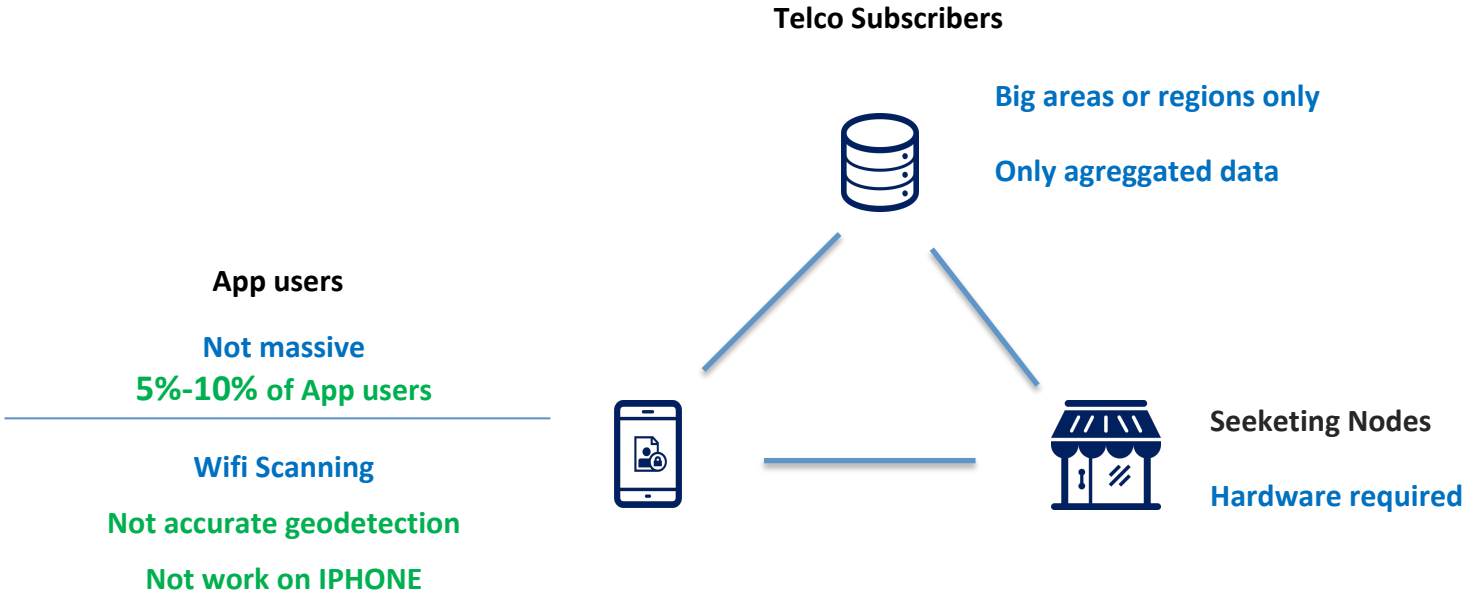
Infected network
30%

Infected
90%

We see that the Seeketing solution provides better performance in certain areas

Limitations of each technology

Authorities and solution providers must be clear about the strengths and weaknesses of Apps and Telco data **to avoid false expectations regarding the population's monitoring capabilities**. Here we show the limitations of each option:



Limitations of each technology

Ask yourself the following questions regarding the capabilities of each solution before evaluating its application to the Pandemic control scenario:

App users

Not massive
5%-10% of App users

If the historical statistics of installation and use of Apps show that only a small percentage of users are willing to install an App, why do Authorities and providers automatically tend to think that users this time are going to make mass use of Apps to control the Pandemic?

Telco Subscribers

Only big areas or regions

Only agreggated data

Phone activity data allows monitoring of user behavior over large areas, but it cannot provide accuracy in geolocation when it comes to knowing behavior on a smaller spatial scale. So why then do Telcos tend to think that they can provide accuracy in small urban areas or in indoor areas, where Cellular technology does not offer accuracy at microlevel?

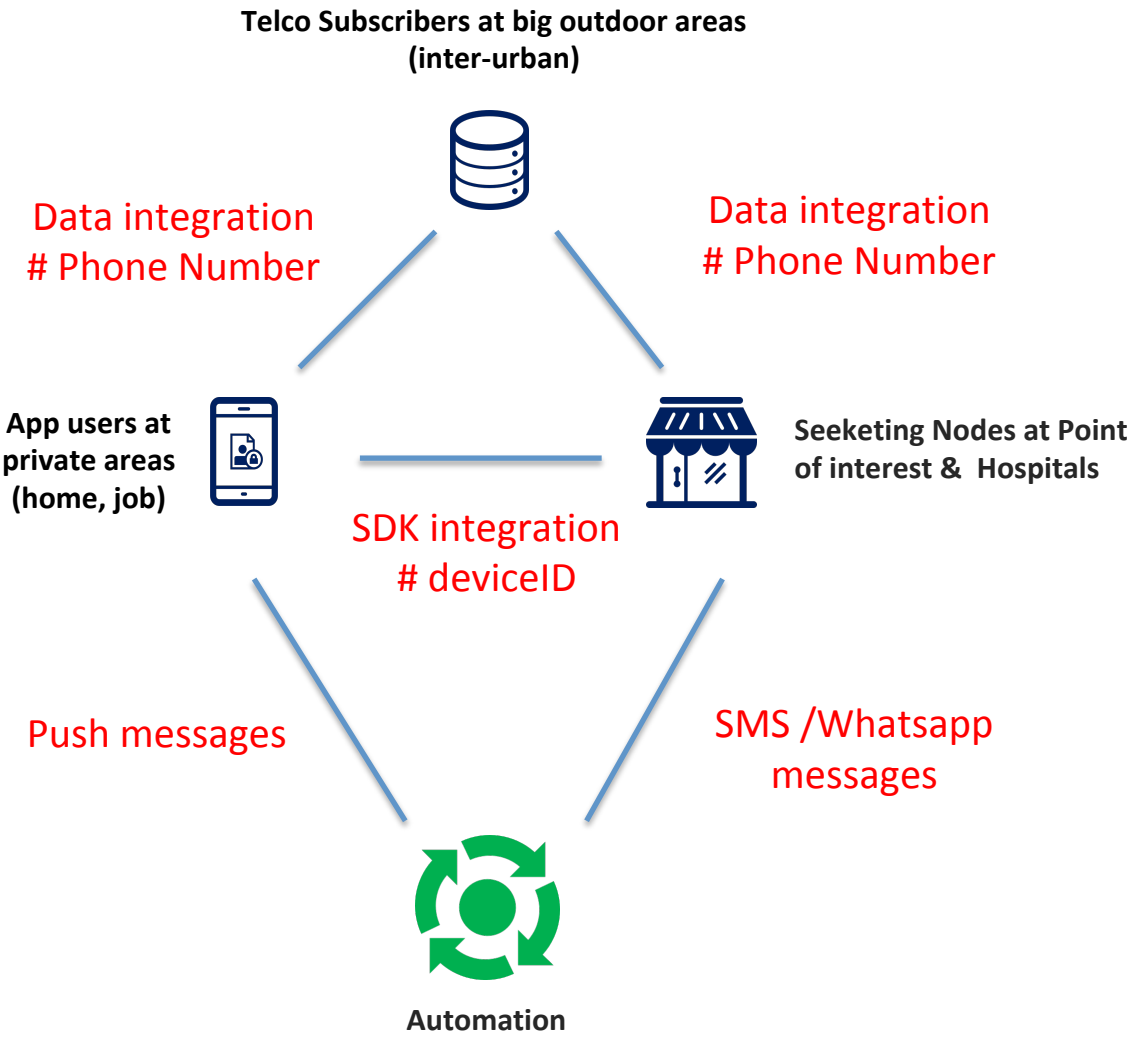
Why consider that these data are enough to manage the situation created by the Virus?

Integration of the three technologies to track more than 80% of the population at outdoor and indoor areas

The challenge facing the authorities is to be able to equip themselves with a centralized population monitoring system that includes geolocated behavioral data crossed with the infected and non-infected data.

From this premise, the geo-detected user IDs of SEEKETING can be crossed with the databases of the authorities or the data of Apps and Telco data.

Only through integration with Seeketing is it possible to achieve a geo-detection level of at least 80%.



Annex 0. WHAT IS SEEKETING?

Seeketing is the manufacturer of a propietary technology for the detection of user's mobile phones that allows to unify the user's digital behavior (web, App) with their physical behavior when visiting Malls/ Shops

Seeketing is the only truly phygital technology currently available in the market

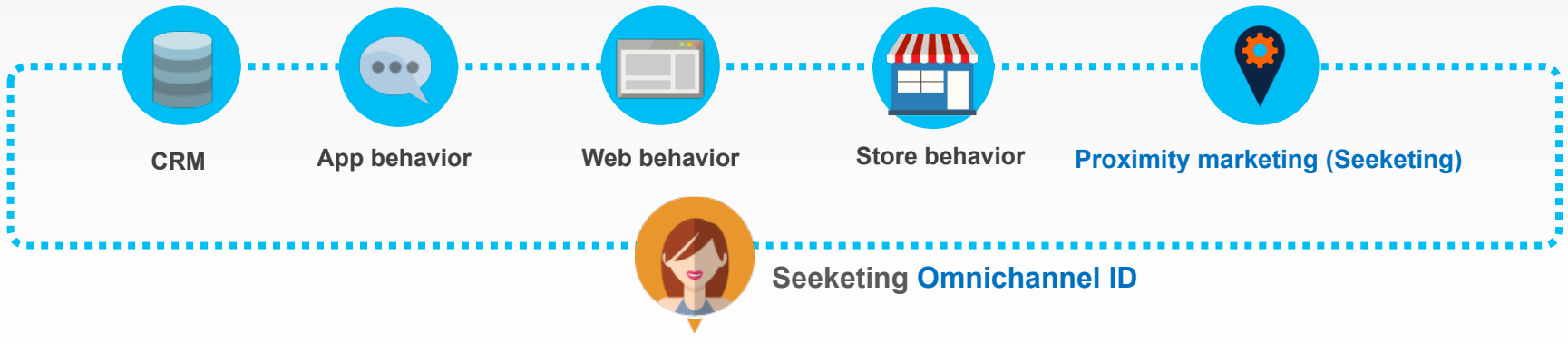
- **7 years of experience** providing our solution at Cities, Transportation Mall/Retail environments
- **Proprietary technology** (overcoming the performance issues of the technologies Bluetooth beacons WIFI tracking)
- **Proven expertise:** Seeketing works for top companies in 14 Countries
- Founded in 2011, certified in R&D by the Ministry of Industry, the Centre for Technological and Industrial Development, the Ministry of Economy and Innovation.
- Areas of expertise: SmartCities, Airports, Railway stations, Malls, retailers, venues, outdoor advertising …

Annex I. OVERVIEW

Seeketing:::Phygital Solution

Your online communication integrated with your mobile marketing campaigns and your physical operations. Seeketing detects visitors (user to user) by providing a **unique phygital 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 physcial behavior for improving promotion policies and cross-selling (omnichannel optimization).



Annex II. CLIENTS AND EXPERTISE

Transportation and Venues

aena aeropuertos
GLASGOW AIRPORT PROUD TO SERVE SCOTLAND
BRITISH AIRWAYS
adif
mtm
MiBus
Tocumen
Parques Reunidos PASSION FOR LEISURE
TEMAIKÈN

Digital signage

saudi signs media
grupo O14
JCDecaux
massiva Donde Miras
Publicartel

Smart Cities and Events

Ministerio de Cultura
Presidencia de la Nación
Argentina
مواسم السعودية
Saudi Seasons
ZARAUZKO UDALA
ARUBA

Annex. III. CLIENTS AND EXPERTISE

Mall Companies

CUSHMAN & WAKEFIELD
Gentalia
Shaftesbury
MULTI
mallplaza
MERLIN PROPERTIES
JLL
كادن للاستثمار
Kaden Investment

Retailers

INDITEX
movistar
COMPUMUNDO
SABEMOS DE TECNOLOGIA
OK! any time...markets
WIND
worten
Claro
Santander
Banco BHD León
PRÜNE
PORCELANOSA
INFINITI
HYUNDAI
EL GANSO
TOYOTA
FRÁVEGA
C&A

Seeketing develops **Marketing Intelligence solutions** for:

- Municipality
- Malls
- Retailers
- Airports and Transportation
- Hotels and hospitals
- Leisure parks, attractions, museums
- Digital Signage

Seeketing

+34 915024409 / +34 670463223

contact@seeketing.com

Skype: Seeketing

www.seeketing.com