



ApplePeach

Unique Summer Experience



SUMMER TOURISM



- What's available?
- Where to go?
- How should I find out **NOW** ?



WHAT IS YOUR STYLE?



COAST COUNCILS

- Beaches are **important revenue** and **responsibility** of the summer months
- Need to keep **beaches**:
 - organised
 - clean
 - promote events / fun
 - attract more people
 - safe



Source:coast



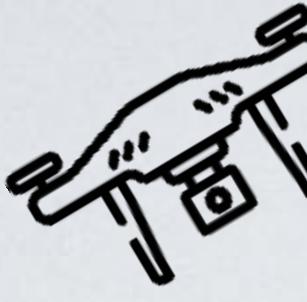
**There is a need of a service that help both the
tourists and the council**



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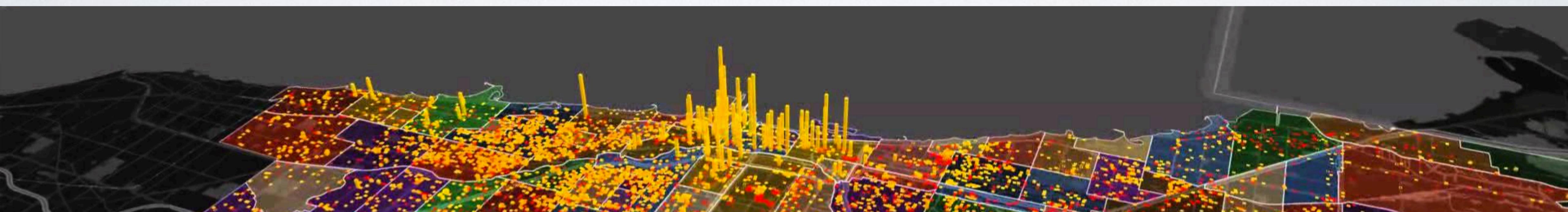
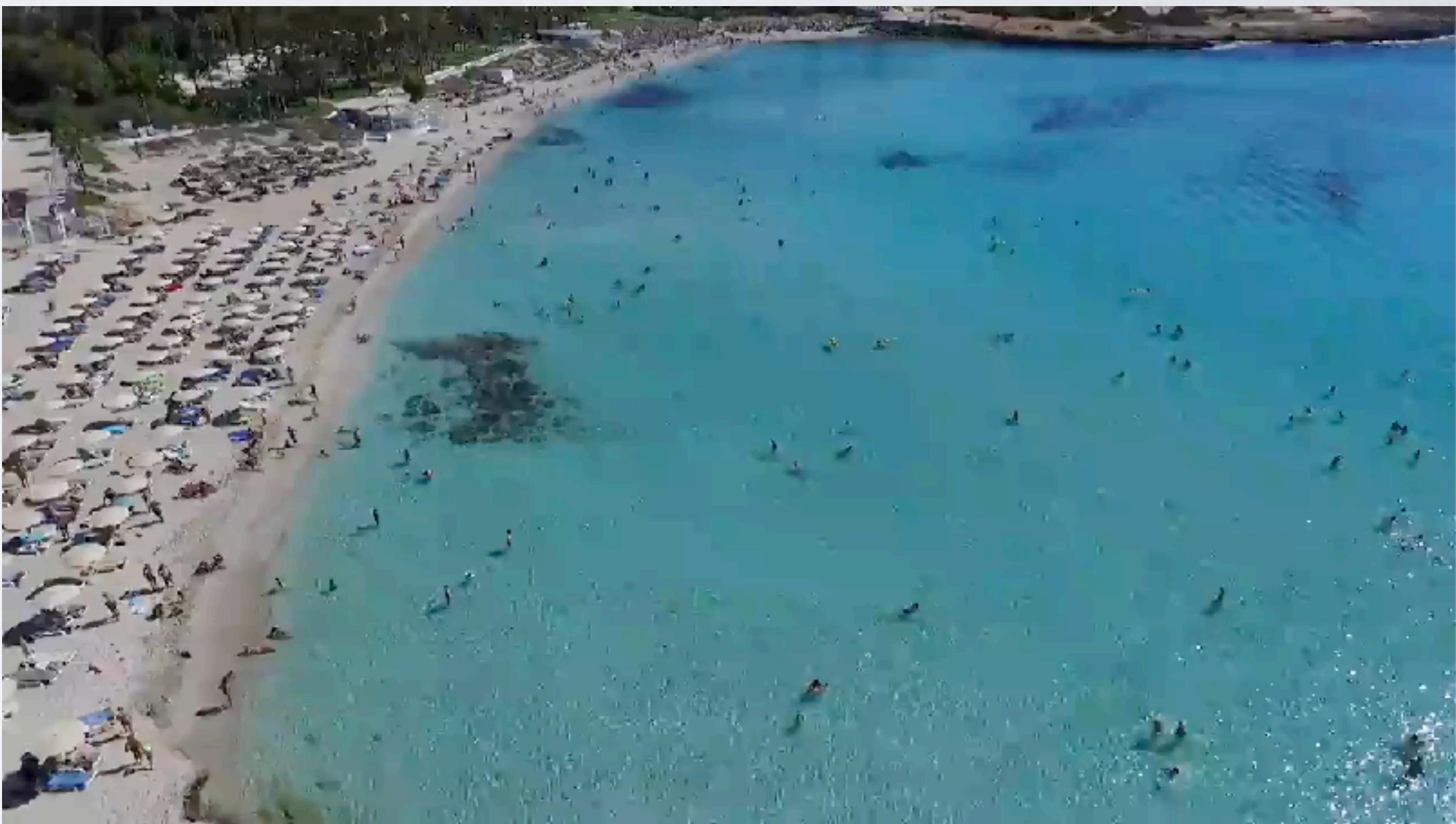
- For **Users**:
 - Provide a **platform** where they can find more **info** about the **beaches** of the island
 - See in **real-time** the situation at the beach
 - Find available **sun-bed**
- For **Council**:
 - Get continuously updated **crowd statistics** (e.g. send **cleaning crew** more often)
 - On-line video for **safeguarding** the area
 - **Long Term**: Provide more **funding** for the **development** of a particular beach

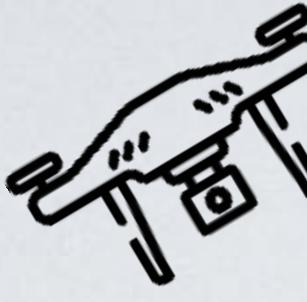


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- A drone will be **patrolling** the coast areas for collecting and analyse visual data
- Show real-time information such as:
 - **crowd estimation**
 - **weather**
 - **video feed**
 - **heatmaps**

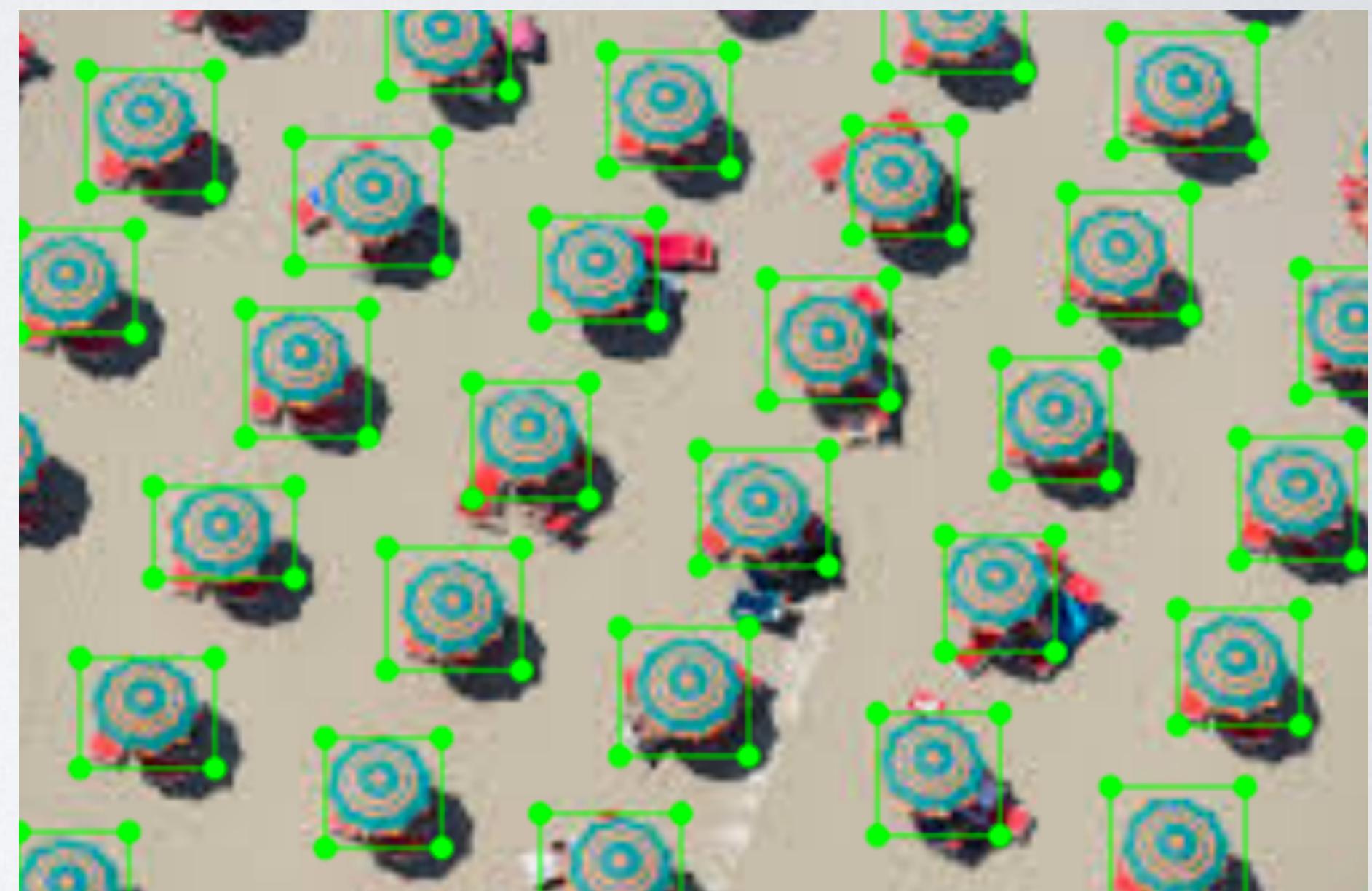




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- Manage a **sun-bed online booking system**
 - Users are able to check for **availability** and **pre-book** their sun-bed before even going to the beach
- **Drone** will help **manage** the booking system —
notify the keeper when people arrive and **update** the online system





but...

WHY USE A DRONE ?

- **Keep beaches as is** — no smart sensors on sun-beds or install cameras on site
- Vast **coverage**
- Fast **“installation”**



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Demo

EXTRA COOL FEATURES

Aiding the **safeguards** on watching the beach

Aggregation of **social** mentions and posts on one page/app

Order a drone **selfie** !!!