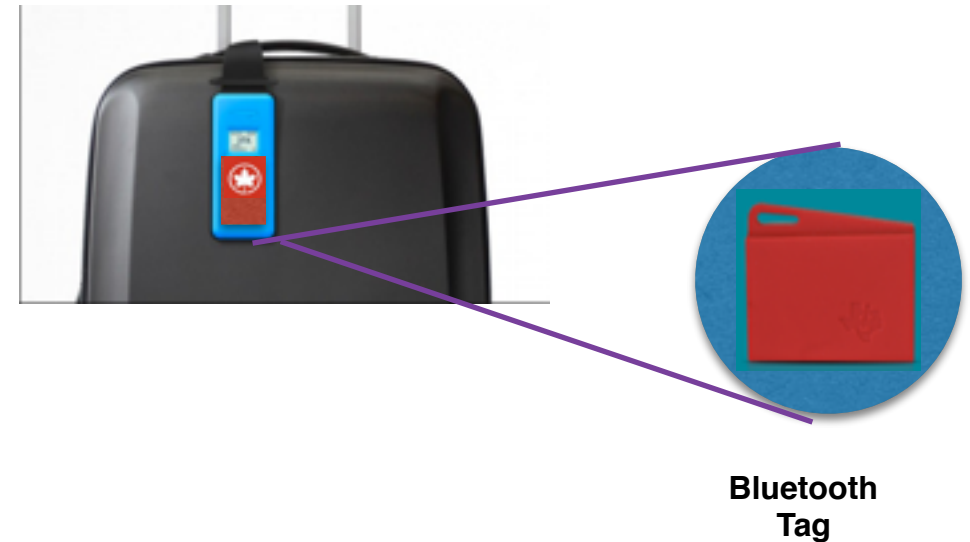
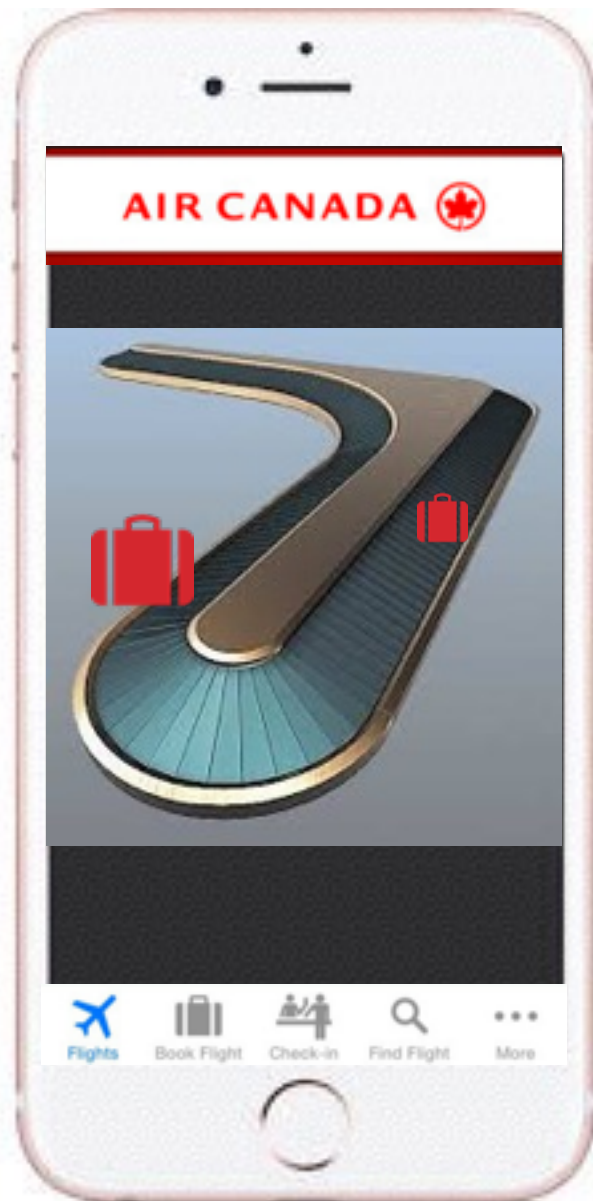


Bluetooth Tag for Passenger Baggage

- 1 Air Canada (or any other airlines) will sell or attach a tag to passenger baggages including a bluetooth chip (e.g., Texas Instruments sensor tags)



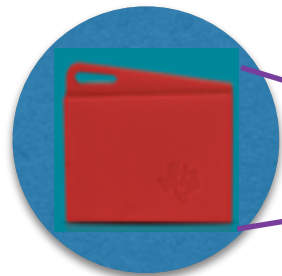
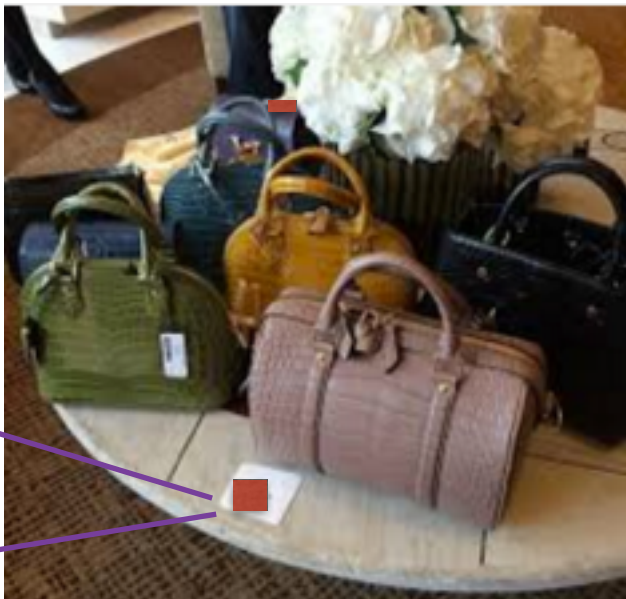
- 2 Upon arrival to baggage claim, passengers launch Air Canada app, will relax on bench and wait to see their baggages are on the conveyor belt, approaching them.



Price Advisor

1

Attached smart tags collect each item movements which basically indicates shoppers attention.



Bluetooth
Tag

2

A back-end system aggregates all instance movements for each item and provides recommendations regarding adjustment to the price, for example

Movements ↑ = Shoppers are interested

Movements ↓ = Shoppers are not interested

↑ **Movements** and **Sales** ↓ = Shoppers are interested but price is up

↑ **Movements** and **Sales** ↑ = Increase the price