

DATA FOR LIFE

The first big data consultancy capable of creating immersive physical experiences through art and mass mobile geolocation in venues and large areas, to help public bodies increase the profitability, security and efficiency of events.

www.dataforlife.es

Df
Data for Life
MOBILE BEHAVIOR ANALYTICS

DF BEHAVIOUR

This allows the **profitability of each facility and scenario to be measured, to help public bodies during events.**

Analysis of zones and event performance, maps and traffic flow, one-time and recurring attendees over hours, days, weeks and months.

It compiles and analyses mass data on people's behaviour, using their mobile phones as physical identifiers to track their movements.

It uses its own cutting-edge technology to detect phones without the need for Wi-Fi or Bluetooth. Its Black Box devices are able to detect a wide range of devices in addition to mobiles, without them needing to be connected to a network.

This characteristic makes them unique, and more advanced than communication companies as powerful as CISCO or even Google, for example, which cannot offer this service without prior Wi-Fi or Bluetooth connection. Its detection rate is above 90%, while those of the competition, which rely on Wi-Fi, Bluetooth, beacons, face recognition and other more intrusive systems, are no higher than 25%.

The technology does not invade the device user's personal information. It merely accesses information relating to the public characteristics of the device. As a result, it never violates laws on data protection or invasion of privacy. (GDPR).

Each Black Box can cover some 15,000 m² in open spaces without walls. Even when there are walls, its scope is very broad, and its limits must be set and parametrised in line with the requirements of the customer or cultural manager of the area under analysis.

Once all the data has been consolidated, the Data for Life team provides customised reports and the know-how to help public bodies increase the profitability, security and efficiency of events. The reports thus become key to decision making.

Scope of smart destination application

Technology

Solutions for destinations in the following areas



Type of solution

