# SEEKETING

Seeketing is a Spanish company that provides IoT Phygital technologies for identifying, analysing and communicating with visitors in indoor and outdoor spaces.

**www.seeketing.com**

# NODOS SEEKETING WEOBSERVE, MASS FLOW ANALYSIS

Seeketing WeObserve is based on small plug and play device (called Seeketing nodes) that connect to any power source/plug and **allow the analysis of people area by area**, thanks to the mass and anonymous (legal) detection of mobile phones.

Seeketing nodes greatly surpass the detection capability of other already obsolete systems such as:

- Ibeacon Bluetooth combined with apps, due to the requirements for the public's smartphones, the number of people who can detect or interact by proximity will always be less than 0.01% of the population.

- Wi-Fi tracking systems are based on listening to the MAC signal addresses to identify phones, but for the past four years all phones have transmitted multiple MAC addresses when they are not connected to the Wi-Fi access point (almost no one is looking for free internet access outside of home or work). Therefore, they do not have information on which phones are in the area, how long they are there for, if it is the same phone that passed in front of the store yesterday, and they cannot ultimately identify a phone. The percentage of people that they can detect is less than 1% of the population.

There is no other technology on the market capable of massively and anonymously detecting 80% of the population in precise areas both indoors and outdoors.

Another great technical breakthrough is to use **technologies to compile and have knowledge of physical and digital behaviour applied to tourist destinations**, as up until now it was considered impossible to know that the person who is now walking past a beach was searching on the municipality's tourist information website yesterday, or to know if the person who yesterday received a promotional email is today walking through one of the municipality's shopping areas.
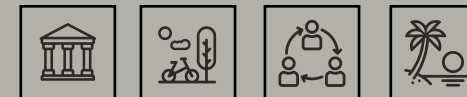
The system responds to the requirements for smart destinations in different sections; people counting, flow analysis, knowledge of tourists.

This solution can work integrated with the WeOptimize and Capacity solution.

| Scope of smart destination application | Solutions for destinations in the following areas | Type of solution |
|---|---|---|
| **Technology** | | |