

Collaborator	Inputs	Network	Service/ processing/ packaging	Content/ Information product	Benefits	Strategy	Tactic
Visitor	Location via an App at the mobile phone			Historical information at the mobile phone	Enrich experience & promotion coupons		
HKC	Deployment of a RTLS system		User location by an algorithm software in server, & an Apps for user	The WiFi signal strength received at each mobile phone	Provide real time location system to client with monetary reward	Catch-up strategy in technology	Digital lock-in
Client: Wong Tai Sin Temple		WiFi network provided by the Temple	Push the historical information to visitor according to their location.	Number of visitors at each site	Man-power planning, & sales promotion	Get-ahead strategy in market	Product as Point of Sales