

Visualization at off-line point

11th June 2019

ISHIDA TAISEISHA INC.



Agenda



LAMP

A small box setup called LAMP was set up at the venue. It can track the number of visitors by camera, and sense customer 4G and wi-fi signals. LAMP provides detailed data such as total number of visitors by unique and repeat visit, gender, and age group by area for location based marketing



Smart Plate

Customer can get desired information by the simple action of tapping their smartphone on a small plate installed on the display area. Info provided can be detailed specs, maps, or hyperlinks. This system does not require the user to download any application, use a third party device, or search for the information promised at point of display or sale.

Event with a Moving Audience

- Accurate count of the number for visitors
- Visitor profile gathering
- Efficient layout setup in the venue
- Good promotions can be easily placed in the customer journey
- Efficient delivery of information



Moving Audience Insight

MEASURE, REACH, AND INFLUENCE *REAL CUSTOMERS ON THE MOVE*

GAP between off-line and on-line

Track and research the
customer's activity and needs
on-line



Customer profile &
needs



Taste and interest



Customer journey & effect
of the campaign —how this
customer reaches the store



Dwell time and
disengagement spots
where users disconnect
and leave the site

Feeling and the number of actual
sale only at off-line stage





- Wireless and Bluetooth enabled – with configurable range
- Ethernet port
- Built-in 4G module
- Single fixed camera
- Real time clock (RTC)
- iBeacon and Eddystone protocol compliant
- RSSI
- Casing manufactured and tested to IP67 standards
- 128GB internal storage

Location **A**udience **M**easurement **P**latform

Grab Moving Audience INSIGHT correctly by a variety of the measurement tools

Used for
Analytics

Resource



SOCIAL



TELCO



VIDEO



PHONES

Tracking
measurement

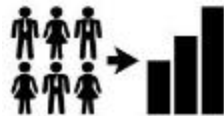
API

API

Camera

Sensor

result

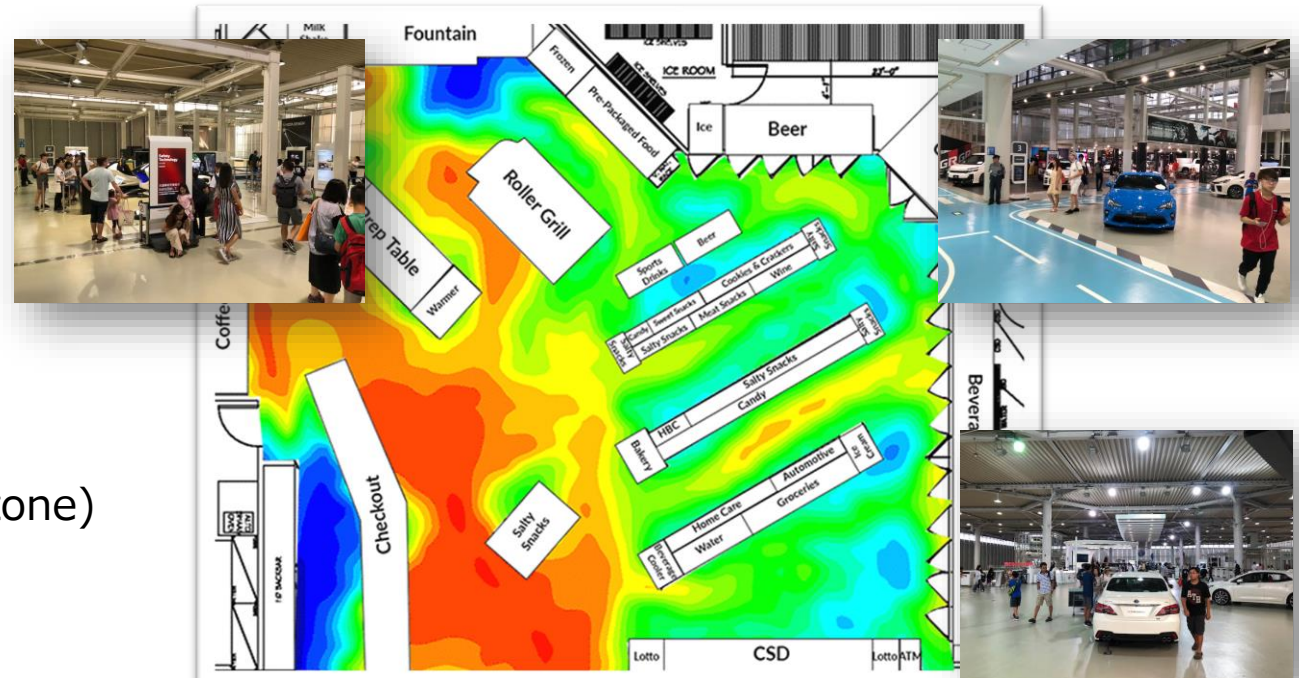
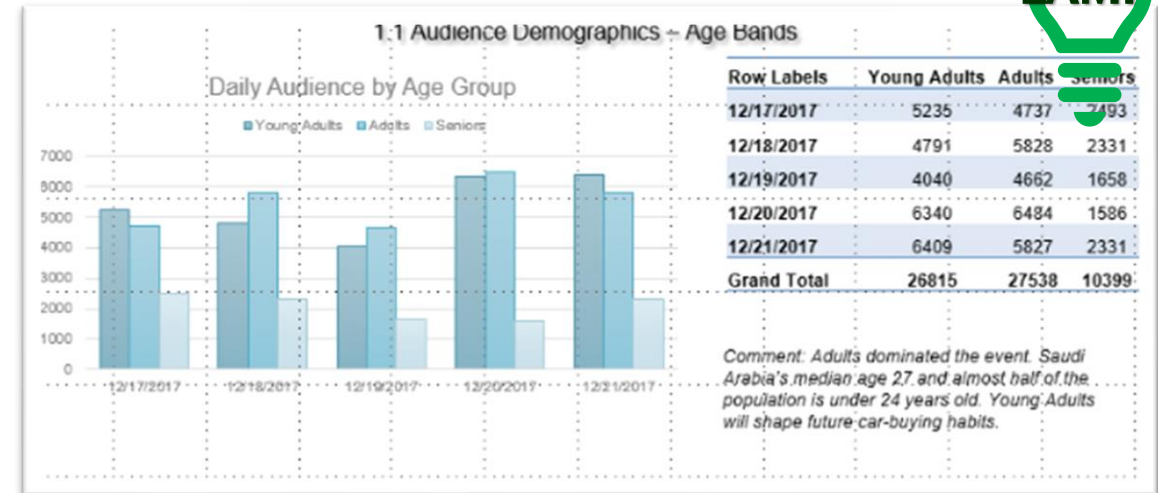


Using the LAMP

- Accurate number of visitors (repeat or unique)
- Demographic information (gender and age group)
- Difference of the visitor by day and/or time
- Average dwell time
- Number of the visitors area by area
- Dwell time area by area
- Real-time analysis (with Wi-Fi)
- Action of each sales and service staff

+ alpha

Push type communication by area (with Eddystone)



Provide information efficiently by accurate layout map

Jedda Motor Show

- Dec 2017 @Jedda-



Info obtained via LAMP

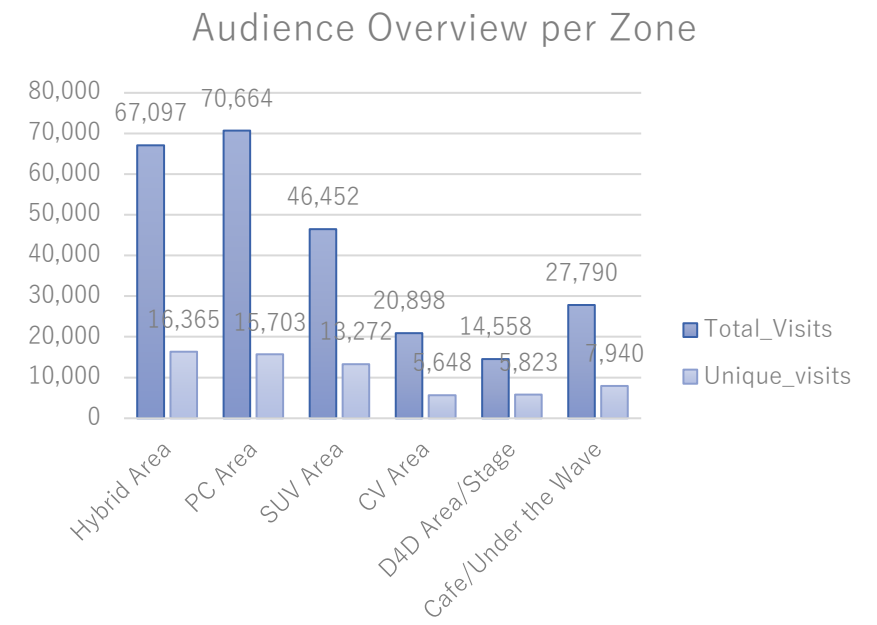
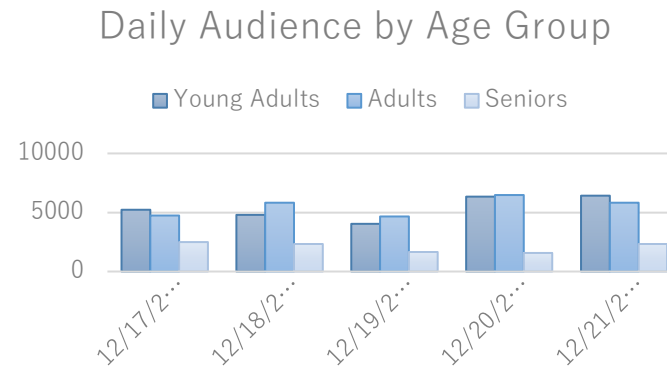
Accurate number of visitors
(repeat and unique)

Demographic information
(gender and age group)

Dwell time

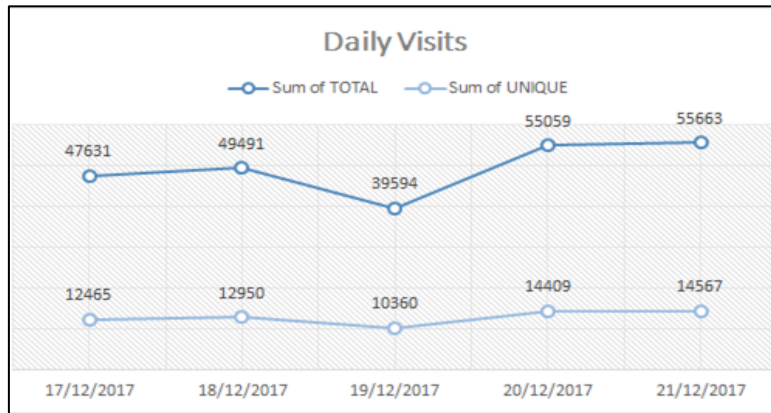
(venue, each area)

Accurate number of visitors
See the Gap from the organizer

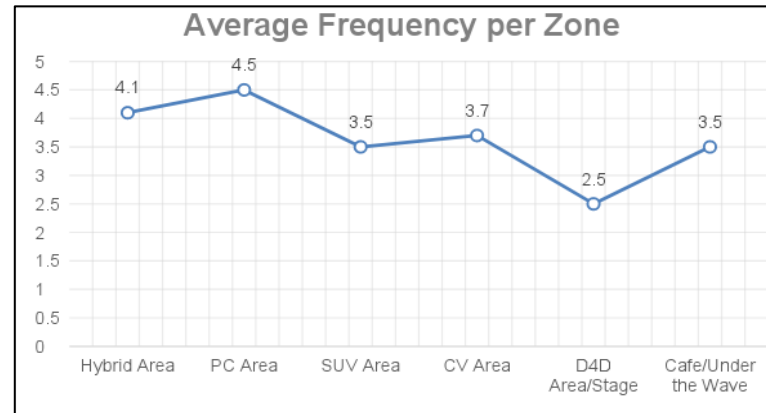




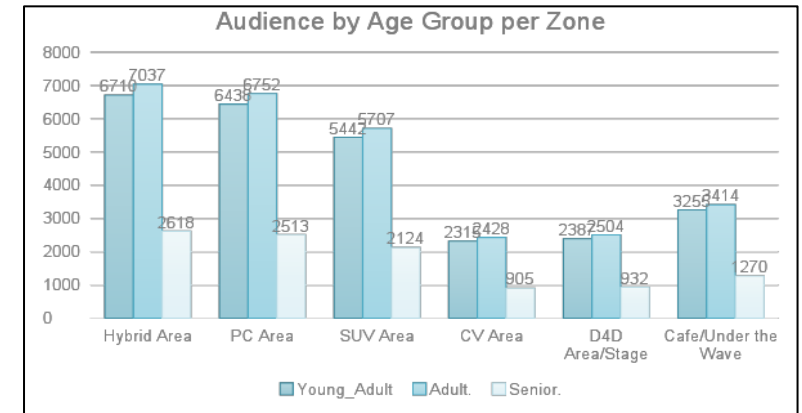
Detail



Audience Overview - Visitor trends across the event



Audience Behavior - Which was the most popular zone or Vehicle



Demographic Analysis by Zone and Vehicle



Kuwait Toyota Days



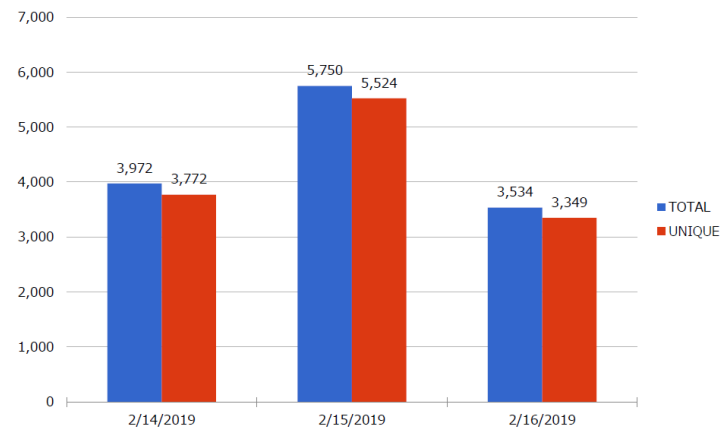
Realize how many
customers in this event
And which part is the most
popular by numbers

Unique users at the campaign

12,596 Pax

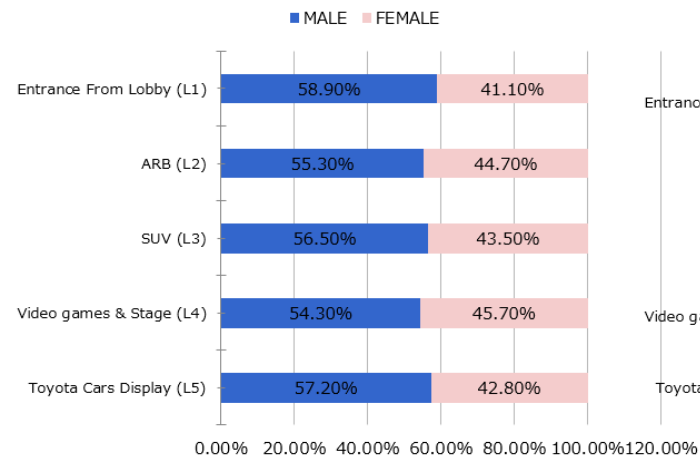


Detail

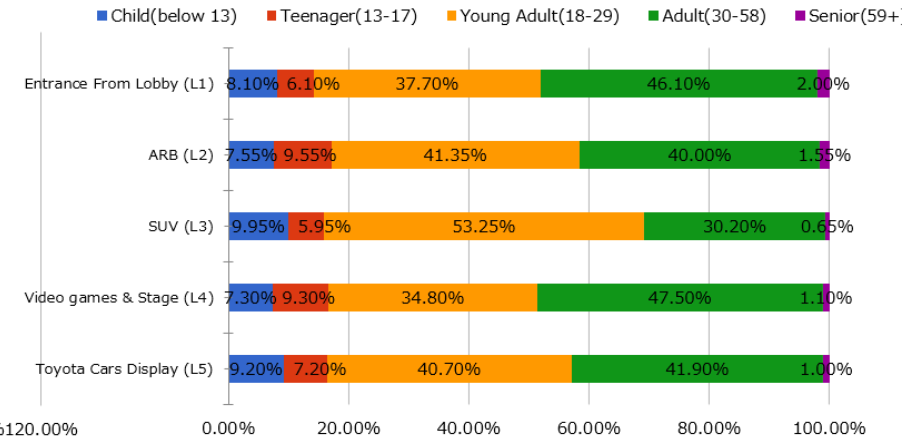


Day by day

GENDER DISTRIBUTION



Age Distribution



Gender distribution and age distribution

Through the LAMP



Visualization of the location



Create the location marketing and accurate layout map

We will know when and where the target is



Provide the efficient delivery of information

Delivery of information issues

A variety of information must be delivered

- Specifications
- Facility information
- The latest promotions
- Information in other languages

Other information delivery systems

- ❑ Limitation of place
- ❑ Location of power outlet must be near
- ❑ Necessary to download new application
- ❑ Complicated setup of system





Easy delivery variety of contents
by the tap your smartphone

NO
Power

NO
Difficult
Setting

NO
Search
Required

NO
Application
Required





Deliver the contents that the customer wants to their smartphone with a simple action



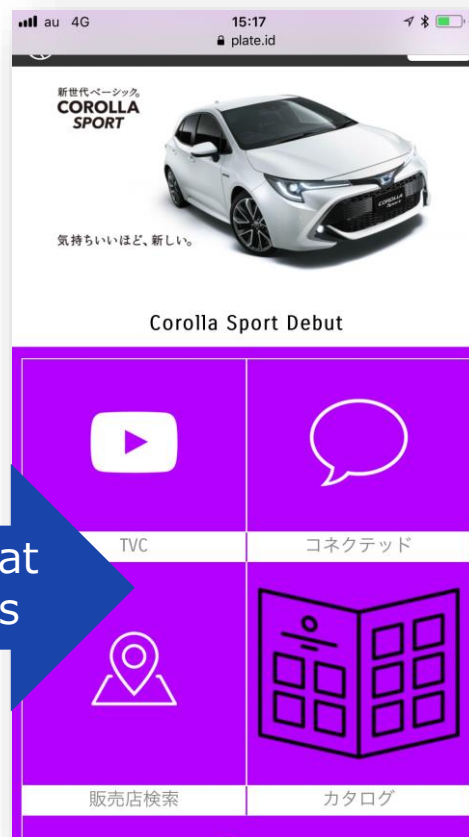


New delivery system for any content can be done immediately with SMARTPLATE

- Product Specs
- Existing Ad or Promo Material



Any contents that customer wants



Latest TVC



New Info



Brochure



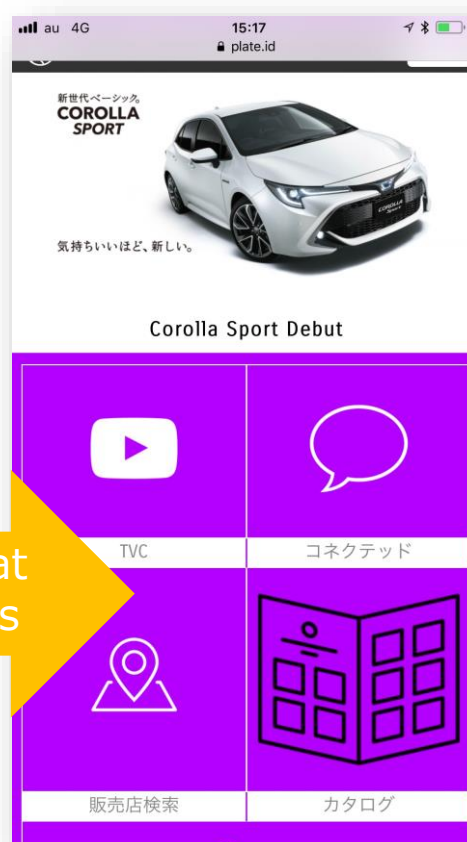


New delivery system for any content can be done immediately with SMARTPLATE

- At reception



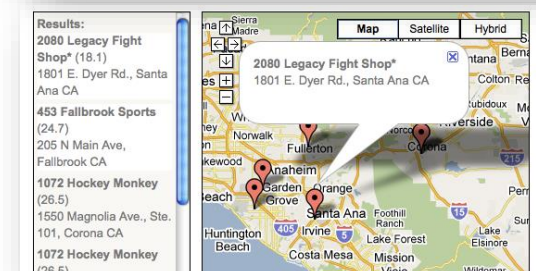
Any content that customer wants



Directory



Nearest dealer
(map Info)



Surveys

How satisfied are you with the following aspects of our service in the restaurant during the evening (7pm - 11pm)?

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	No Opinion
Speed of Service						
Friendliness of Staff						
Helpfulness of Staff						
Value for Money						

Depending on the OS language of user's smartphone, Surveys are automatically sent in the user's language.

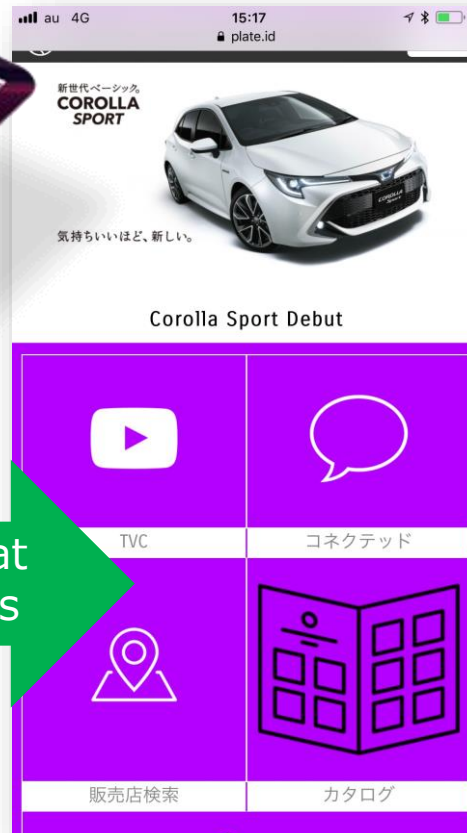


New delivery system for any content can be done immediately with SMARTPLATE

- Customer Card



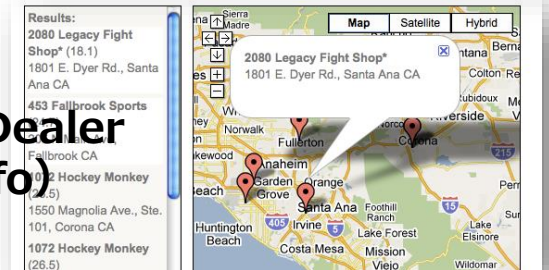
Any content that customer wants



Latest Promotion



Nearest Dealer (Map Info)



Never lost the way anywhere

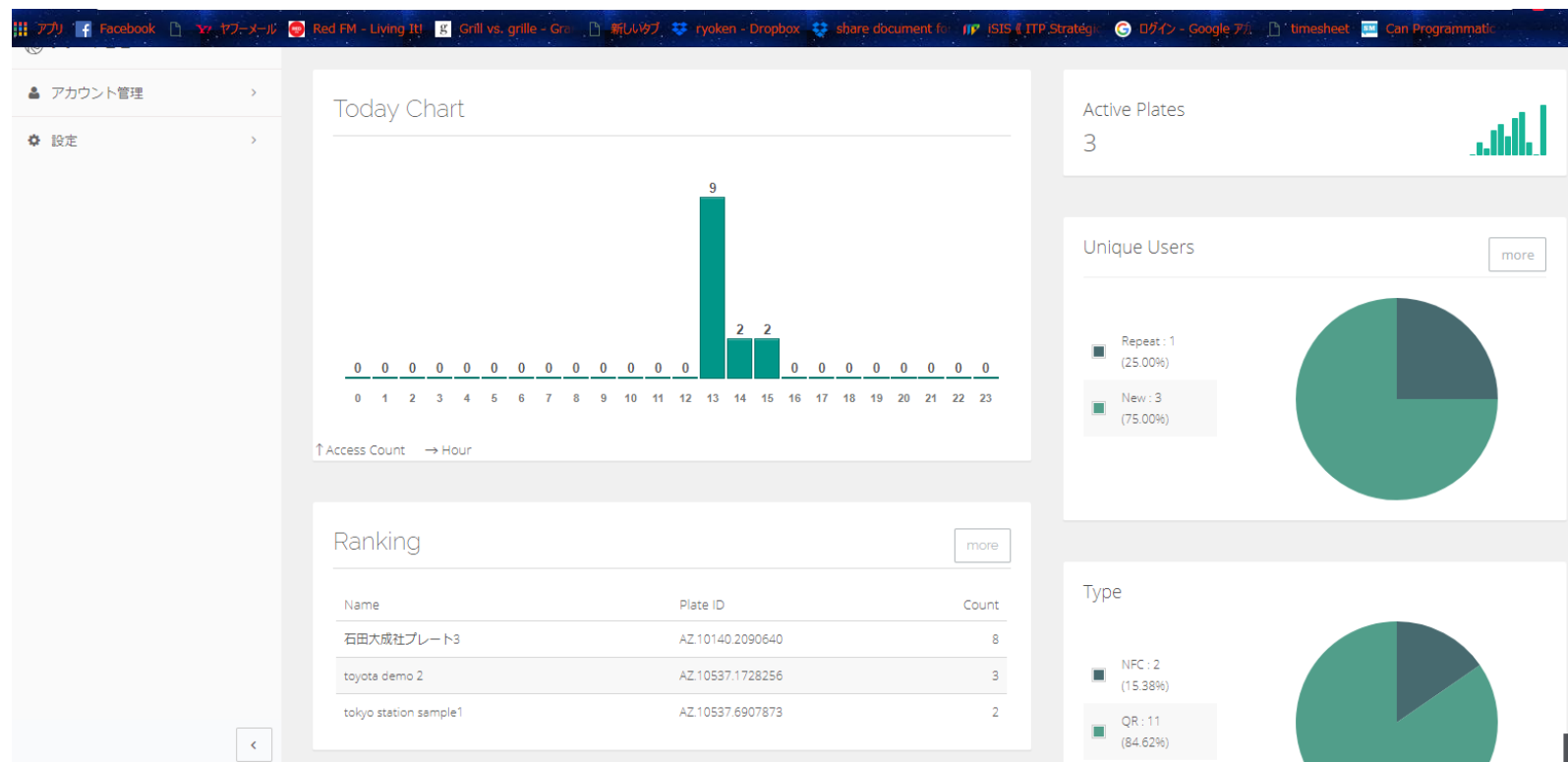
Contact number





Analyze the location marketing by SMARTPLATE

- Check the usage at each location on time



- Number of access at each plate (by date, by time, by minute, by second)
- Ratio of OS
- Ratio of QR /NFC比
- Number of access at each contents

Case study – Mitsui Fudosan Residential



- July 2016 @Tokyo-

We added a Smartplate on the usual OOH at station.

Previously nobody searched on the spot.

BUT

After Smartplate, information was easily provided without customer requiring to search or make a call.

It became much easier to contact and book an appointment for visits.



Inquiry and Booking

10%UP

Case study – Mitsui Fudosan Residential Hamarikyu



- Sep 2016 @Tokyo-

Smartplate was also used for the promotion of a new luxury condo at Hamarikyu

With an attached Smartplate card in ad materials, we enhanced user experiences by allowing them to connect to the brand or sales team through the card. With a tap they could make a phone call without having to key a number in, and mail without inputting an mail address in app.



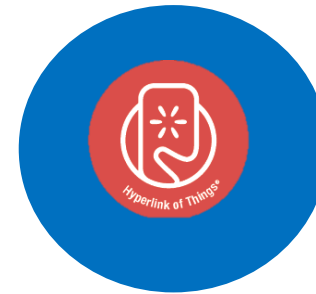
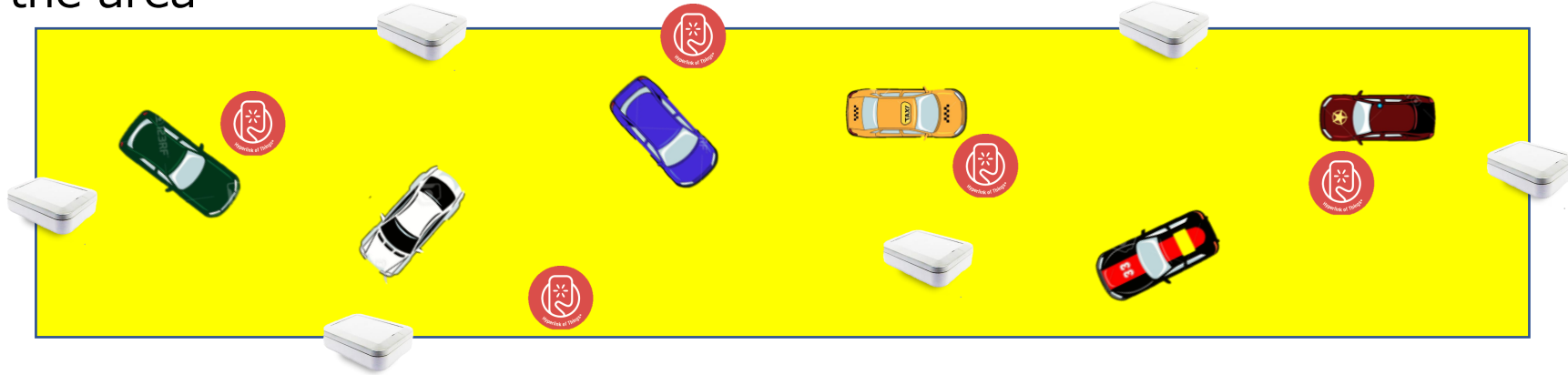
Booking
for visit

20%UP

No need to dial in numbers or manually send an email

LAMP

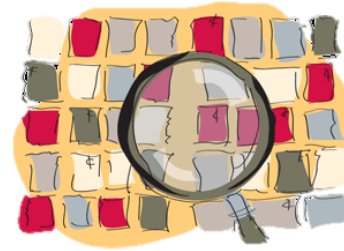
- ◆ Number of visitors
- ◆ Visitor profile
(race, gender, age group)
- ◆ Dwell time
- ◆ Used OS in the area



SMARTPLATE

- ◆ INFO FROM SPEC POSTER
- ◆ BROCHURE DOWNLOAD FROM RECEPTION

Timeline (EX)



Pre research and pre tracking with SNS Data



Produce and select the contents for smartplate

Start real time tracking

Depending on real time usage data, we can change the contents anytime to optimise quickly and efficiently



I DEAS
T ECHNOLOGY
P EOPLE