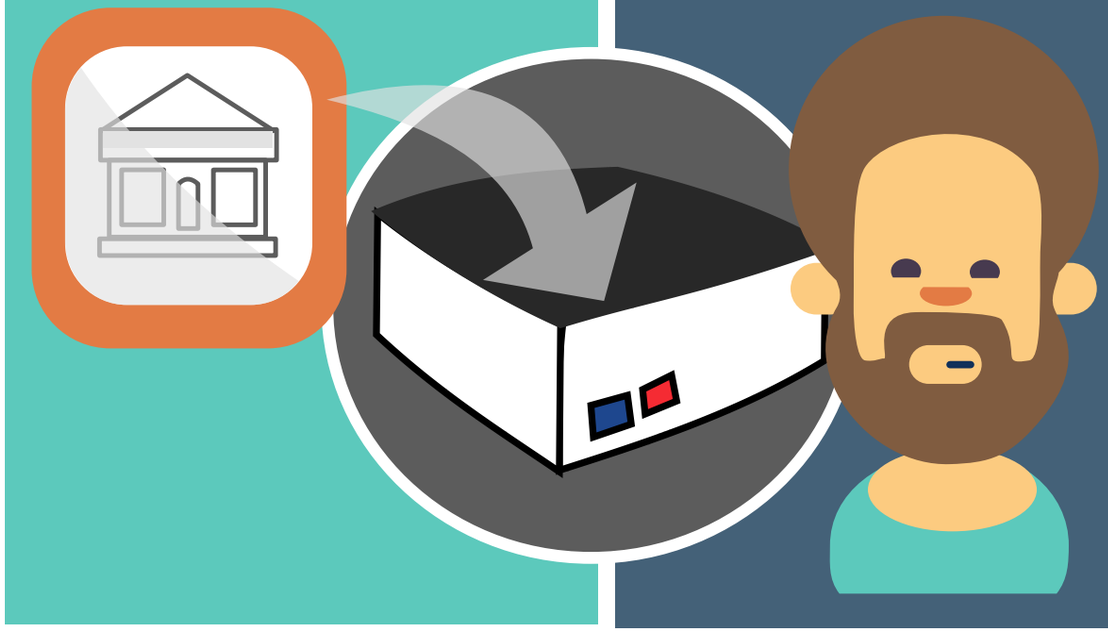
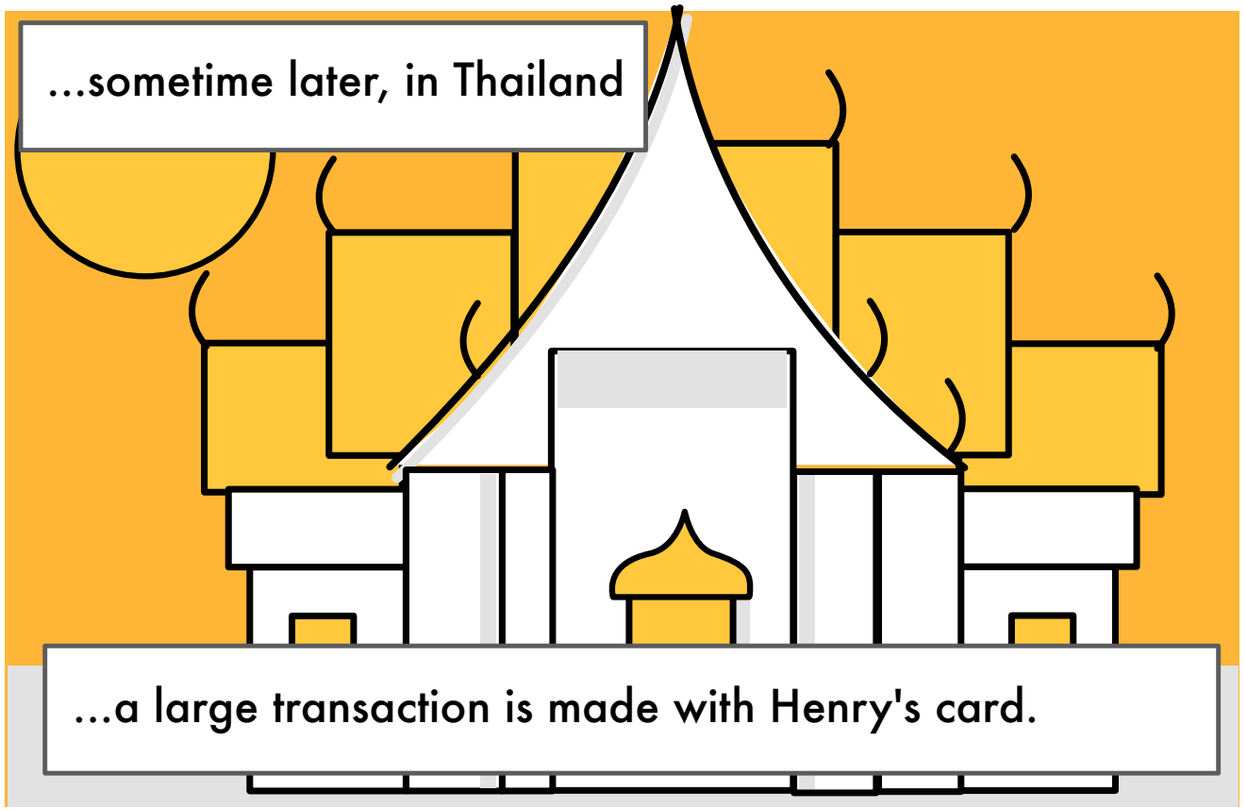
Henry downloads his bank's app onto his databox.



...sometime later, in Thailand

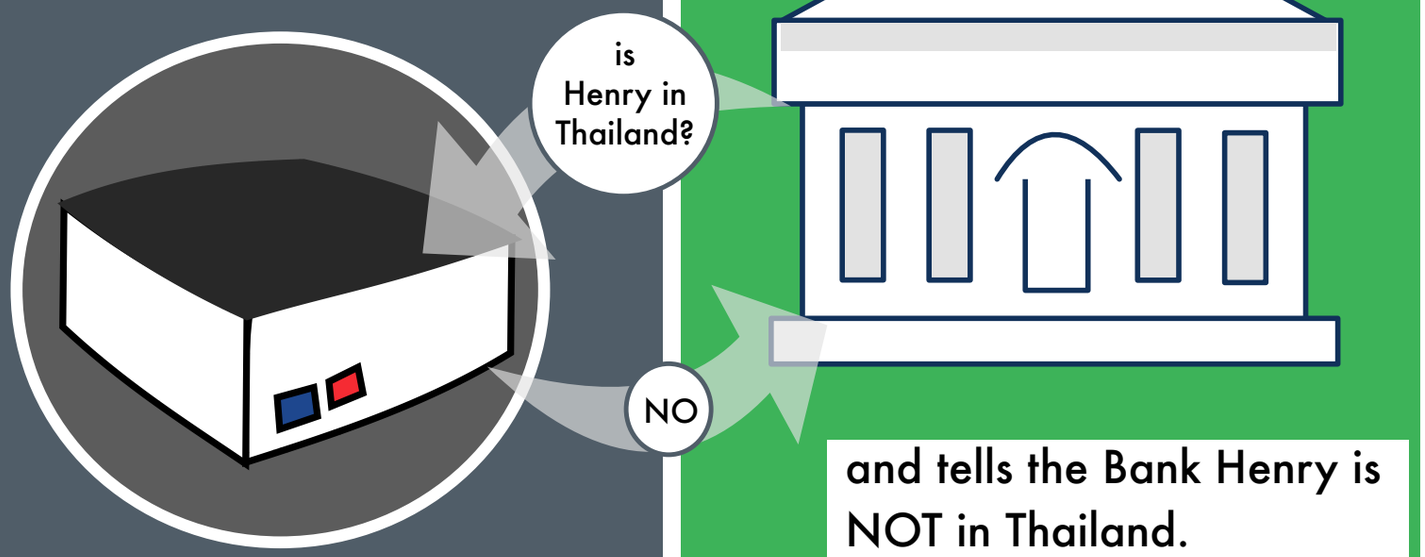


...a large transaction is made with Henry's card.

DATABOX FRAUD DETECTION

01000100 01100001 01110100 01100001 01100010 01111000

Henry's banking app checks his location.



and tells the Bank Henry is NOT in Thailand.

The transaction is refused.

Henry is happy. So is his bank manager.

Danni is fed up of being bombarded by random online ads.

She buys a databox to stop them.

Danni installs an ad manager on the databox.

0 890 125679

It analyses her financial, location and shopping data.

Now Danni gets ads that she likes. She's a happy digital denizen...

...and advertising companies get to target the right people with the right ads.

DATABOX

01000100 01100001 01110100 01100001 01100010 01111000

PERSONALISED ADVERTS

Elsie's health insurance is due to expire.

Elsie installs an insurance comparison app on her databox.

Insure
compare

TESCO

The app analyses her home, mobile, location and grocery shopping data.

The app discovers that Elsie has an active and healthy lifestyle and offers her a big discount.

DATABOX HEALTH INSURANCE

01000100 01100001 01110100 01100001 01100010 01111000