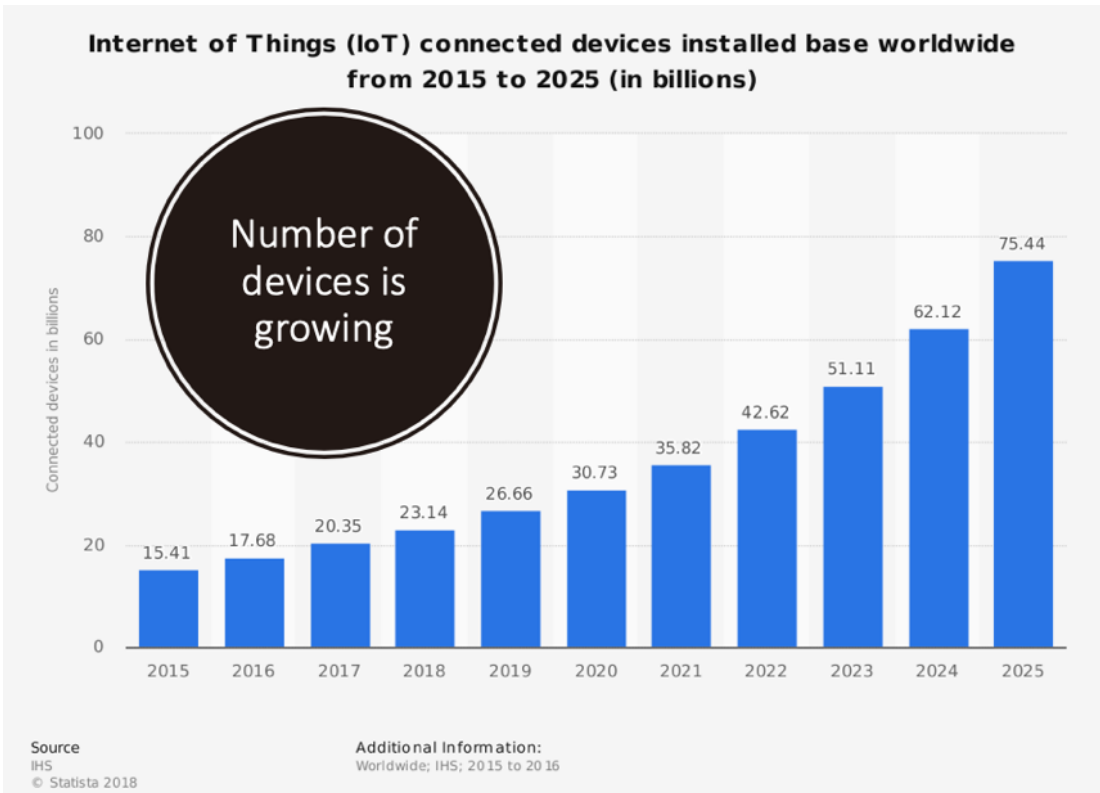


# FROM IOT TO IOP



# WHAT IS IOT?



\* Devices with identification and communication capabilities



# DIGITAL FOOTPRINT

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- ✓ People are leaving digital footprints. This footprint is collected and processed for multiple purposes
- ✓ IoT provides a mechanism similar to “cookies” in the Internet – the capability to track individuals over time and location





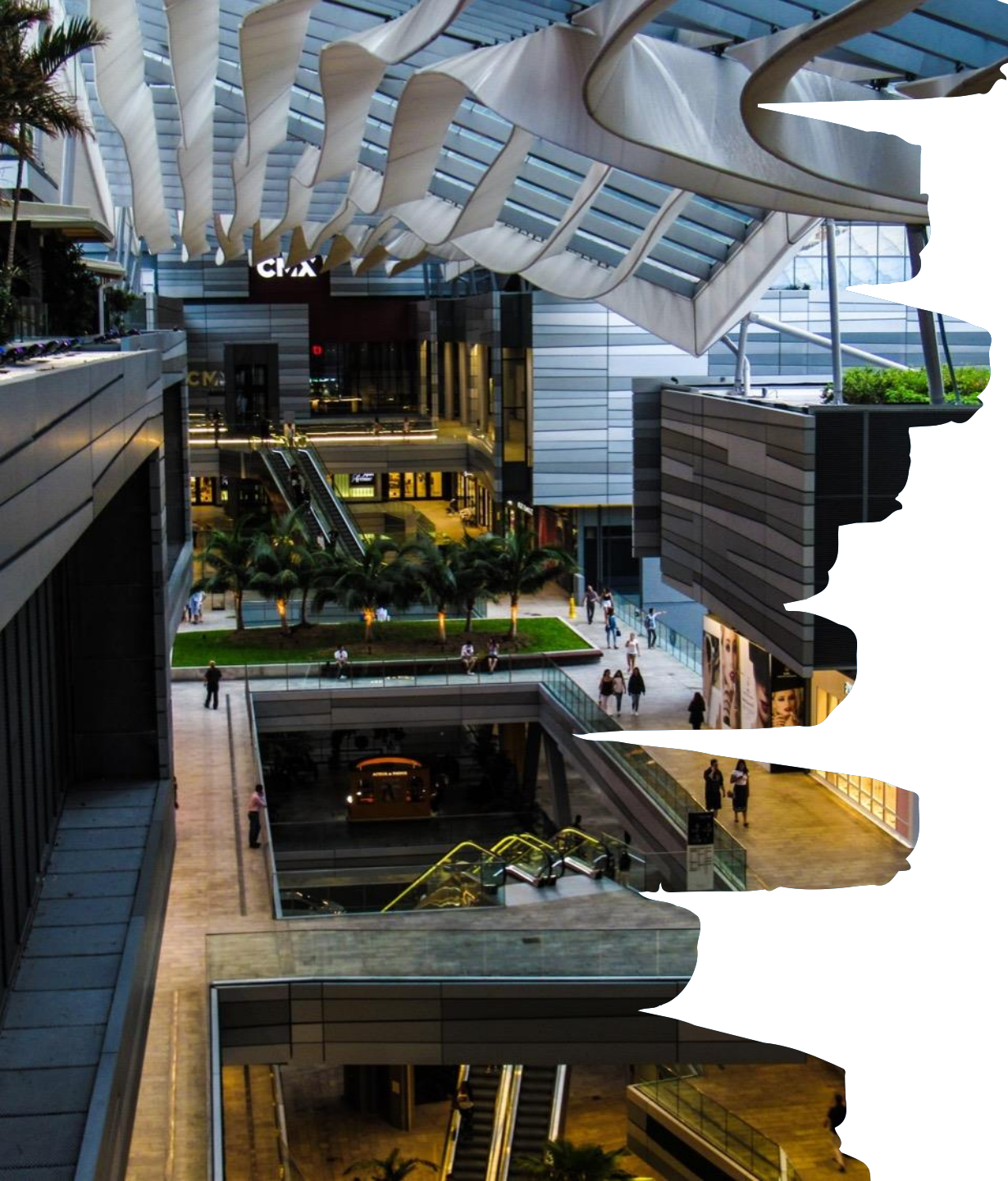
Typical  
Scenario

# A SHORT VISIT TO THE SHOPPING MALL

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Joe has entered into the parking. An LPR (License Plate Recognition) system records his entrance and exit time.

A second system may be able to count the number of people in his car.



Typical  
Scenario

# A SHORT VISIT TO THE SHOPPING MALL

Joe is entering the mall via the parking door. A People Counting System counts this entrance.

As he looks at the billboard in the entrance – his profile in terms of age and gender has just been analysed, along with all other visitors entering from the parking lot; those profiles get compared with those of visitors using public transportation.

When walking around, Joe's mobility patterns are analysed in order to provide information on his shopping interests.



Typical  
Scenario

# A SHORT VISIT TO THE SHOPPING MALL

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Joe is visiting the golf shop – next time that he will visit the mall an advertisement focus on golf will wait for him.

Enjoying the shop? Joe's sentiment towards the different products will be measured (but this information is going to a different system).

Joe didn't make any purchase in the golf shop (and the conversion rate counter has been updated accordingly).



Typical  
Scenario

# A SHORT VISIT TO THE SHOPPING MALL

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Coffee time – Joe orders an iced americano (and the purchase has been automatically added to his loyalty program).

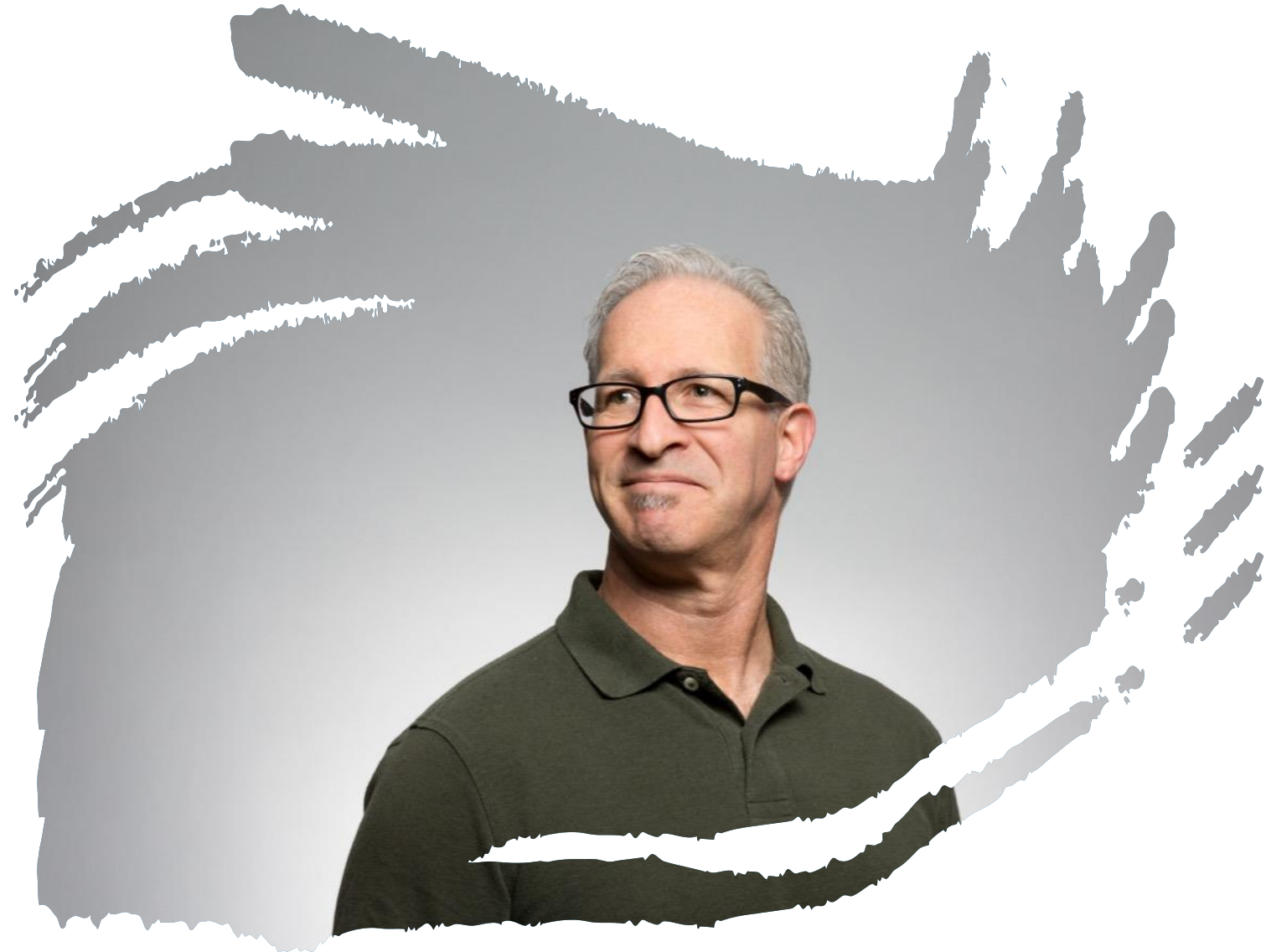
While he enjoys the coffee, the system updates the prediction engine and increases the probability that Joe will visit the coffee shop during his next visit from 66% to 72%.

# WHAT DO WE KNOW ?

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A person driving a K9 has been in the mall for 90 minutes. He is interested in golf and usually enjoys coffee during his visit.

He is expected again in 5-10 days.



# THE LEGAL ASPECTS

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In order to meet legal requirements, we did not identify Joe and we didn't store his image or his car number.



# HOW TO MONETIZE THIS INFORMATION?

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- ✓ With all this investment, data collected and data processing, it is still not clear how we can return the investment
- ✓ ... and where is the benefit for the customer ?



# THE INTERNET OF PEOPLE (IOP)

# JOE AND THE SHOPPING MALL

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Joe

What is my profile ?

What are you willing to offer me  
if I accept to expose my identity  
?

Let's trade

Free Coffee in return,  
promotions on Golf equipment



The shopping mall



# WHAT IS INTERNET OF PEOPLE?

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- ✓ A method to collect, link and process data from nearby sensors and from the cloud
- ✓ A system capable of storing, understanding and creating personal data and preferences
- ✓ A system capable of taking a decision, based on the data collected
- ✓ A system with the capability to interact with humans and other IoP devices



# KNOWLEDGE 4.0

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Following the Industry 4.0 revolution, companies are measuring the performance of knowledge workers in order to increase productivity



# KNOWLEDGE 4.0

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Sensors located at the office are able to measure:

- ✓ Employee location
- ✓ Interaction between employees
- ✓ Utilization of office resources (such as meeting rooms)
- ✓ Smoking breaks
- ✓ Utilization of computers



# JOE AND THE SMART OFFICE

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Joe

What is my profile?

What are my KPIs compared to others?

Register for KPI Alerts

You are smoking too much  
Please cancel the booking of  
the meeting room



Our Office

**T**HANK **Y**OU!

Erel Rosenberg

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