

Kista Science City Mobile City

Challenge

Retailers need to communicate in real-time with their employees and visitors, giving them the content that is relevant to their location and activity

Solution

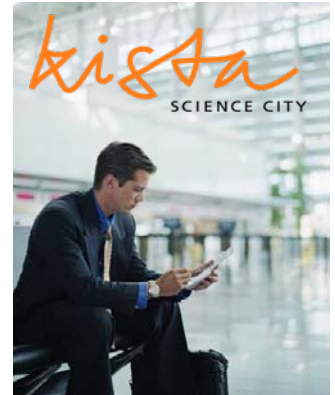
Context-aware technology from Appear Networks makes it possible for retail staff to boost their efficiency through continuous access to real-time information pushed directly to their personal wireless devices. Beyond data connectivity, the Cisco Unified Wireless Network supports mobility services such as VoWLAN, advanced security, and location-based services.

Business value

With the Appear IQ Platform, retailers can enhance the customer experience - and service - and improve security and maintenance, thereby reducing costs and increasing customer and employee loyalty.

About Kista Science City

Kista Galleria, with more than one million visitors a month, is one of the fastest growing shopping malls in Northern Europe. Located 15 minutes north of Stockholm, the mall encompasses 76,000 square meters and features 140 shops and 30 restaurants. Location-based applications from Appear Networks and Cisco Systems deployed in Kista Galleria are enhancing the customer's shopping experience and improving employee productivity.



Improving Operations and Customer Care

Driven by thin margins and large volumes, the retail world is looking at advanced wireless communication systems to increase operational efficiency and enhance customer care. For example:

- Retailers need to efficiently allocate tasks to maintenance, security and customer care staff based on their precise location, skill profile and the time of day.
- Retailers are demanding the ability to communicate via mobile devices with their customers. Information is dynamically presented based on a shopper's profile and location within the shopping center.
- Technologically savvy customers are demanding access to more detailed information on specific products or offers, via their mobile devices.

A Context-Aware Experience

With Appear IQ and the Cisco Unified Wireless Network with the Cisco Wireless Location Appliance, retailers can improve customer satisfaction and operational efficiency.

Appear IQ, using the Appear Context Engine, proactively pushes or synchronizes personalized real-time information depending on the user's profile, context - for example, location - and the time of day over a wireless network to handheld mobile devices whenever the user enters or moves between authorized wireless zones.

"When inside the mall, you will be able to test various services and applications dependent on their location. Several demo zones are located here."
 - Examples such as Public transport, Food area, Pharmacy and Multimedia.



The Value of Context

The Appear Context Engine extracts the location information from the Cisco 2700 Series Wireless Location Appliance, an innovative, easy-to-use appliance that uses Cisco's advanced RF fingerprinting technology to simultaneously track thousands of 802.11 wireless devices, with an accuracy of a few meters.

- Location-based content allows employees to receive task notification and visitors to receive offers and product information.
- Time-based content allows shoppers to be alerted to offers or products available during a specific period of time.
- Profile-based content allows retailers to retain information about individual shoppers that can be retrieved by the Appear platform and used to deliver targeted marketing offers.

Personalized location-based services automatically appear and disappear from the user's mobile device, according to his or her precise location.

Business Value

With the Appear IQ platform and the Cisco converged IP network, retailers can increase operational efficiency, improve security, decrease theft, and enhance their customers' shopping experience. For example:

- The closest security employee can be alerted about a shoplifting incident and automatically receive feeds from the local video surveillance cameras on his hand-held, wirelessly enabled mobile device.
- Maintenance employees can dynamically receive new tasks based on their location and download context-specific diagrams related to, for example, the elevator that needs to be serviced.
- Shoppers can receive instant coupons on a mobile device via the local network. They can then redeem the coupons in the appropriate shop within the shopping center.
- Sales teams can instantly collect data regarding sales of in-store merchandise and also verify the accuracy of recorded sales.

"This demonstration of context-aware wireless services is an important part of this groundbreaking city-wide showcase. Appear was selected to join the consortium because their hardware-agnostic, application-independent platform allows us to easily include other third party applications."

Tomas Bennich, Project Manager for Kista Mobile Showcase.



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Offices across Europe and North America

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Appear IQ Technical Benefits

- User-friendly "Click & Run"™ Interface
- Device independent - operates on heterogeneous fleets of terminals
- Secure application push or synchronization
- Support for multiple context parameters from the Cisco Unified Wireless Network, including real-time network visibility
- Support for voice, video and data applications
- Multiservice common-use infrastructure with the Cisco Unified Wireless Network
- Flexible, scalable and reliable platform

Appear IQ Business Benefits

- Up-to-date information pushed to the right person, at the right time, in the right place
- Improved customer service with instant access to maps, transportation information, list of shops, product information and promotions via personal mobile devices
- Improved productivity and a heightened sense of value among employees
- Increased efficiency and communication among security, maintenance, and customer service staff, who can quickly find the right person to fix an immediate problem
- Increased security and efficiency of response in case of an emergency

