

Tourism and the Internet of Things



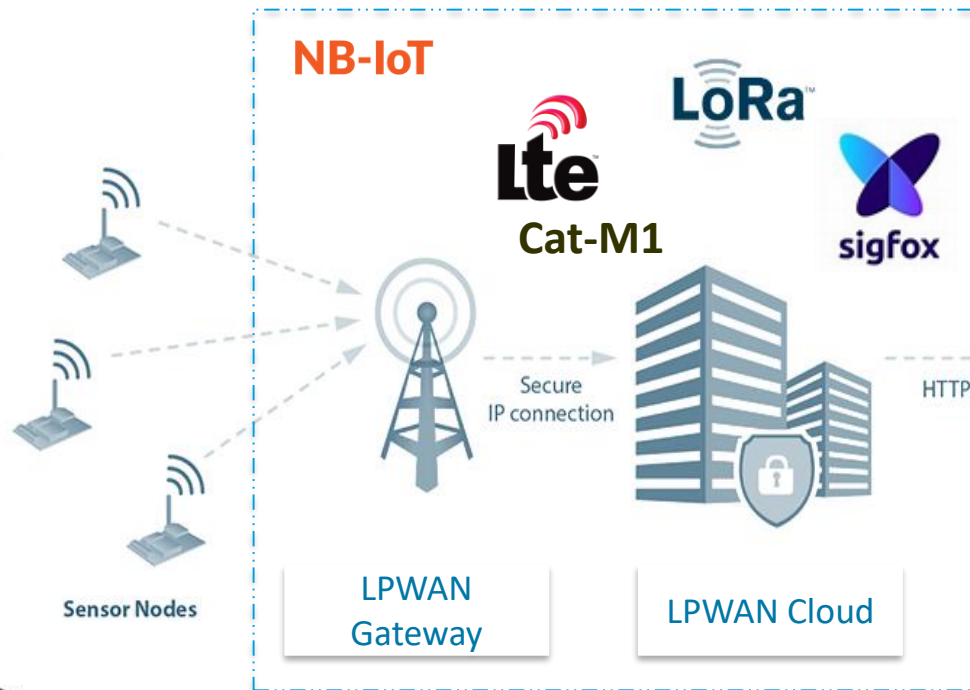
Dr Michael Fletcher
Business Development Director, CENSIS



Hardware



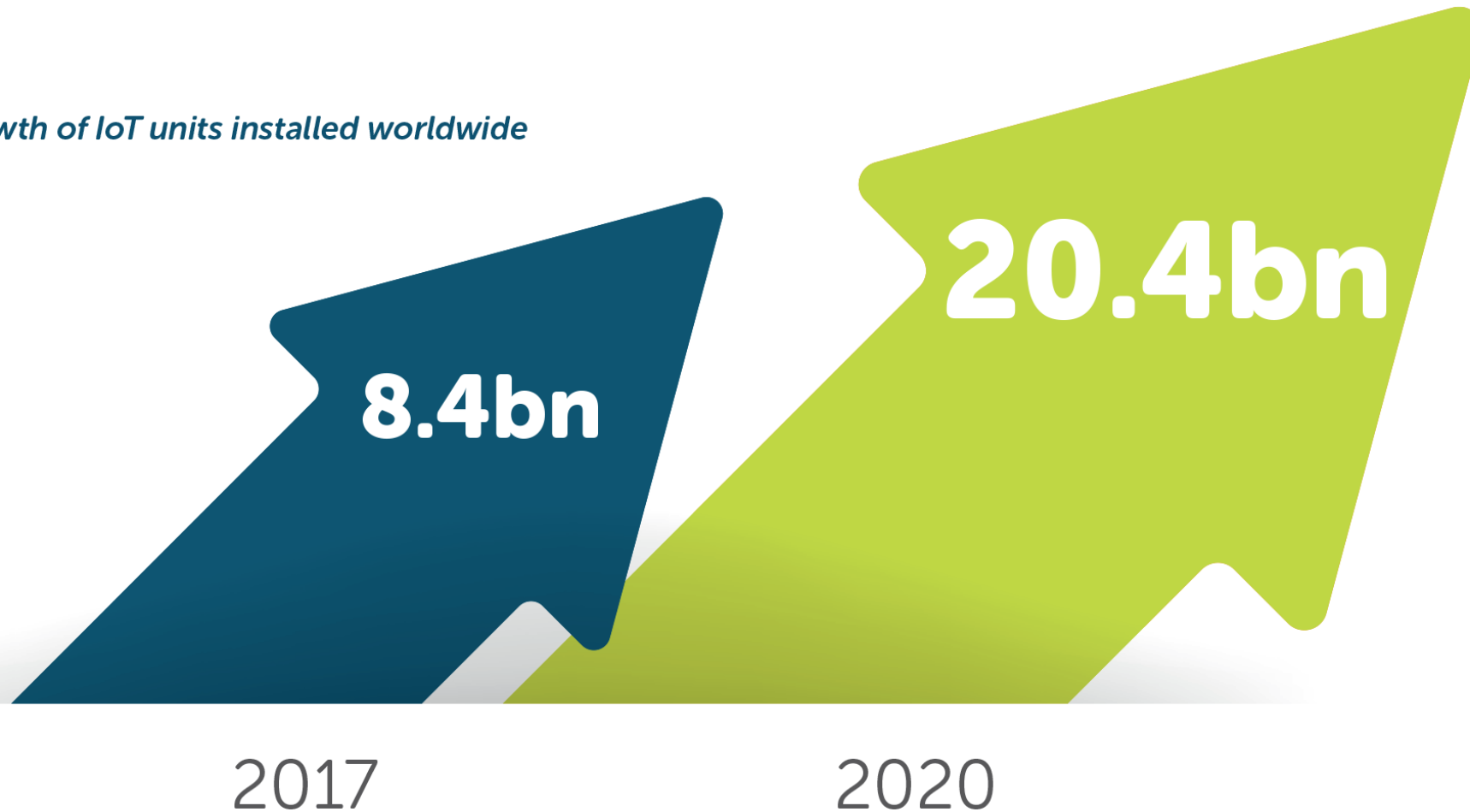
M2M communications network infrastructure



Cloud based apps



Expected growth of IoT units installed worldwide



Source: Gartner

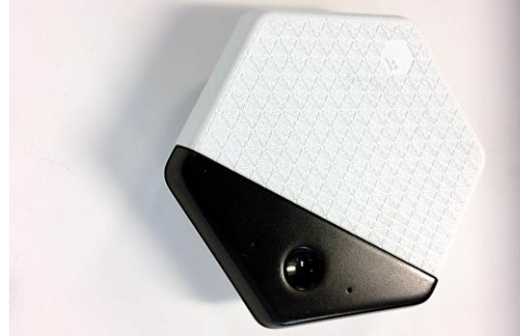
<https://www.gartner.com/en/newsroom/press-releases/2017-02-07-gartner-says-8-billion-connected-things-will-be-in-use-in-2017-up-31-percent-from-2016>

- To understand people flow, where are going, where are they spending time?
 - City centre
 - National Park and Remote locations
 - In a venue e.g. a museum
 - Across the country (loyalty card and phone apps)
- Asset tracking
 - Laundry to Bikes
- Develop new services – AR and VR, tailored tours, advertising, pop up event connectivity
- Monitoring environmental quality
 - Protection of sites
 - Upgrade facilities

- ⦿ Real time or quasi real time information to aid decision making
 - ⦿ Influence future investment
 - ⦿ Car parking and traffic control
 - ⦿ Toilets
 - ⦿ Visitor centres
 - ⦿ Upgrade of facilities
 - ⦿ Influence behaviours
 - ⦿ Smart lighting
 - ⦿ Advertising
 - ⦿ Opening hours
 - ⦿ Car parking




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Scottish Environment
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Accelerating business growth using sensing, imaging and IoT technologies to de-risk and accelerate innovation and overcome technology barriers to achieve business transformation.

6th Technology Summit and Conference
9am-6pm, Thursday 7 November 2019, Glasgow Royal Concert Hall



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