

STREAM 1: SOCIAL ALERTS AND SENTIMENT ANALYSIS




 Update by [Jose Williams](#)
🕒 2 minutes ago

I've been waiting on the platform for 20 minutes now, and the 11h15 hasn't come yet


 Just left the station will use the Bus instead
🕒 1 minute ago

 Update by [Mduduzi Kholi](#)
🕒 4 minutes ago

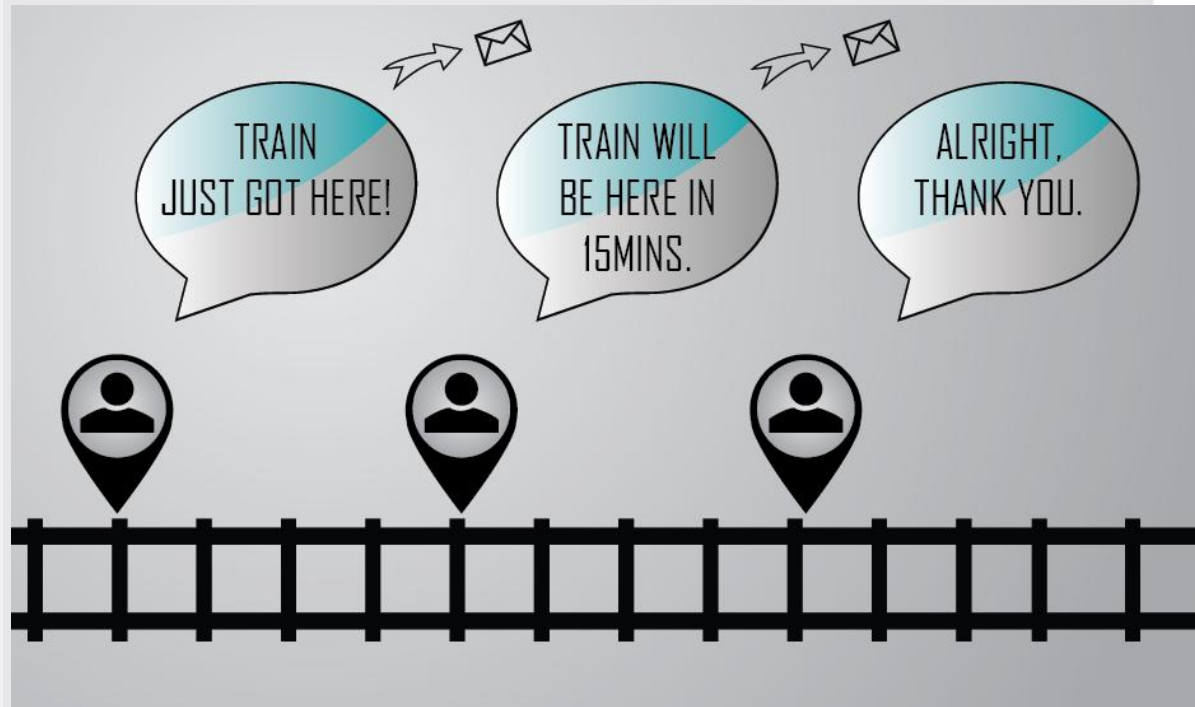
9520 only came now to Kuilsriver. Its 30 minutes late

 Update by [Hed Mekaniks](#)
🕒 46 minutes ago

ag no Metrorail - I've been standing here at Bellville for the last 45 minutes and the 9520 is not here

 Update by [Thato Thsabalala](#)
🕒 1 hour ago

I'm running late for the station - in a taxi now



Origin/Destination Matching
Heat-mapping



GEOFENCES



PROXIMITY



COMMUNICATE



ANALYTICS



PRIVACY



ADVANCED

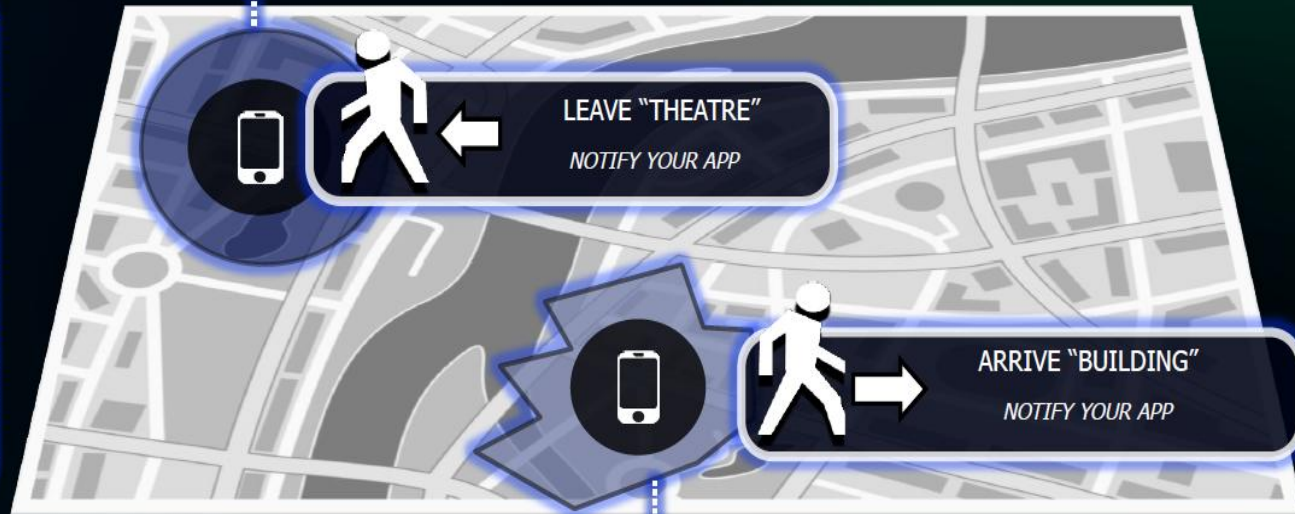
battery optimized for always-on

+ polygonal geofences

+ automatic detection of most visited places



GIMBAL POWERED DEVICE
(ANDROID OR iOS)



LEAVE "THEATRE"

NOTIFY YOUR APP

ARRIVE "BUILDING"

NOTIFY YOUR APP



Qualcomm Labs, Inc. Proprietary & Confidential



STREAM 2: DEVICE SENSORS & LOCATION-AWARE



GEOFENCES



PROXIMITY



COMMUNICATE



ANALYTICS



PRIVACY



ADVANCED

FYX™ Proximity Triggers

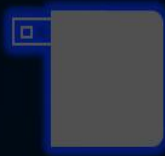
FYX™ Beacon



As a transmitter:

- Detected by FYX™ Hubs & Smartphones
- Consumer and Retail

FYX™ Hub



As a receiver:

- Detects FYX™ Beacons

As a transmitter:

- Detected by FYX™ Smartphones

Smartphone



As a receiver:

- Detects FYX™ Beacons & Hub devices

FYX™ Cloud



- Collects all sightings made by receivers
- Determines reaction for each sighting based on privacy rules



STREAM 3: LOW-POWER BLUETOOTH SYNCING



GEOFENCES



PROXIMITY



COMMUNICATE



ANALYTICS



PRIVACY



ADVANCED



Consumer



Retail



Consumer and Retail

CHEAPER, SMALLER, MORE POWERFUL