

FASTR **MOBI**

Connecting the Digital and Physical Experience



DIPHY CONSORTIUM & PROJECT

VINNOVA



Proptivity

epicenter



CENTER FOR RETAILING



Mobile Arts



Epicenter Innovation house, Stockholm



Åhléns department store, Stockholm



Consortium/Partners

Live demo stores

Planned pilots

2024

2025

2026



STORE

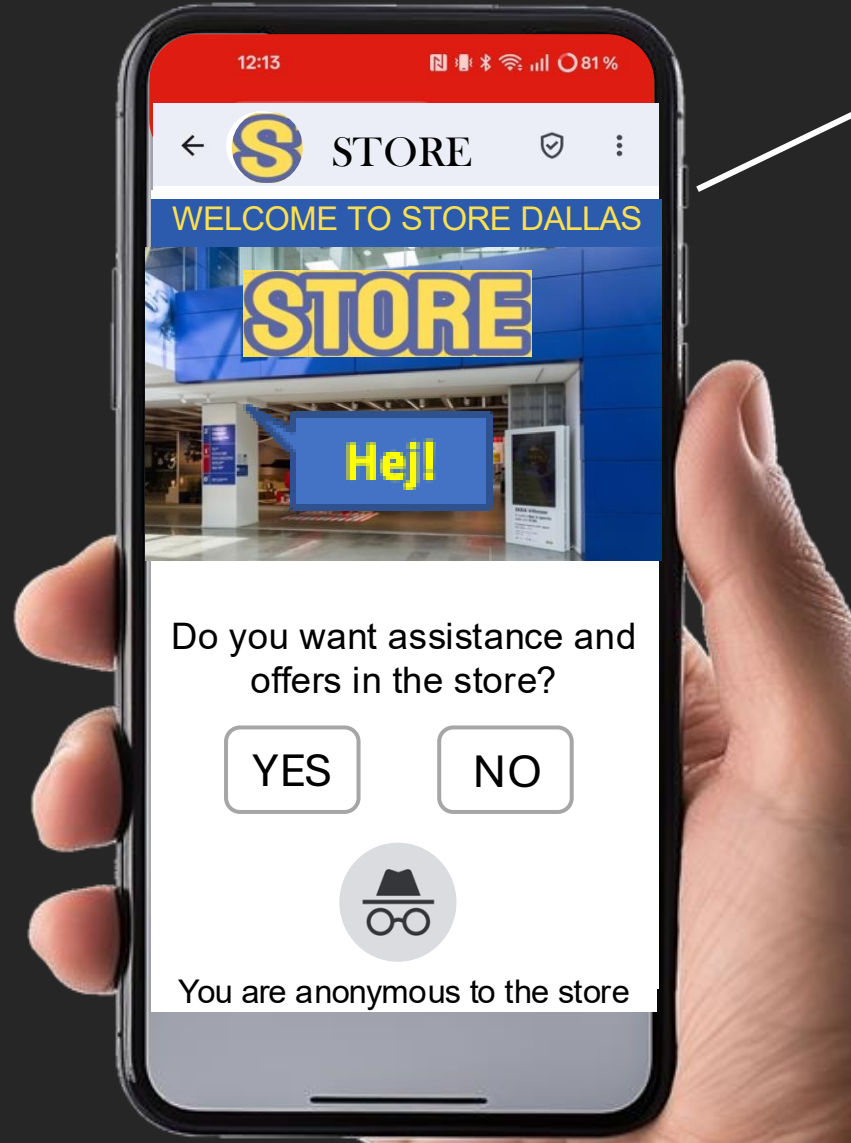


WHO ARE THE VISITORS ENTERING THE STORE?

Anonymous On-Site Visitor Communication



- WAYFINDING
- OFFERS
- BECOME MEMBER/LOGIN
- RATE VISIT
- ...



RCS messaging

- COMMUNICATION DURING VIST
- Anonymous (via token - default)
 - Manually Identified (one visit)
 - Automatically Identified (every visit)

- DATA AT VISIT
- Entry & Track & Exit (Timestamps)
- PERSONA (PRE-DEFINED)
- Demography (Gender, Age, Zip)
 - Membership (Type)
 - Interests (Health, Fashion etc.)
 - WEB history (Visited pages & campaigns)

GDPR compliant

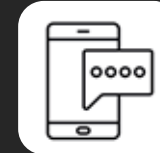


SaaS BUSINESS MODEL

Fixed monthly cost (Insight data)



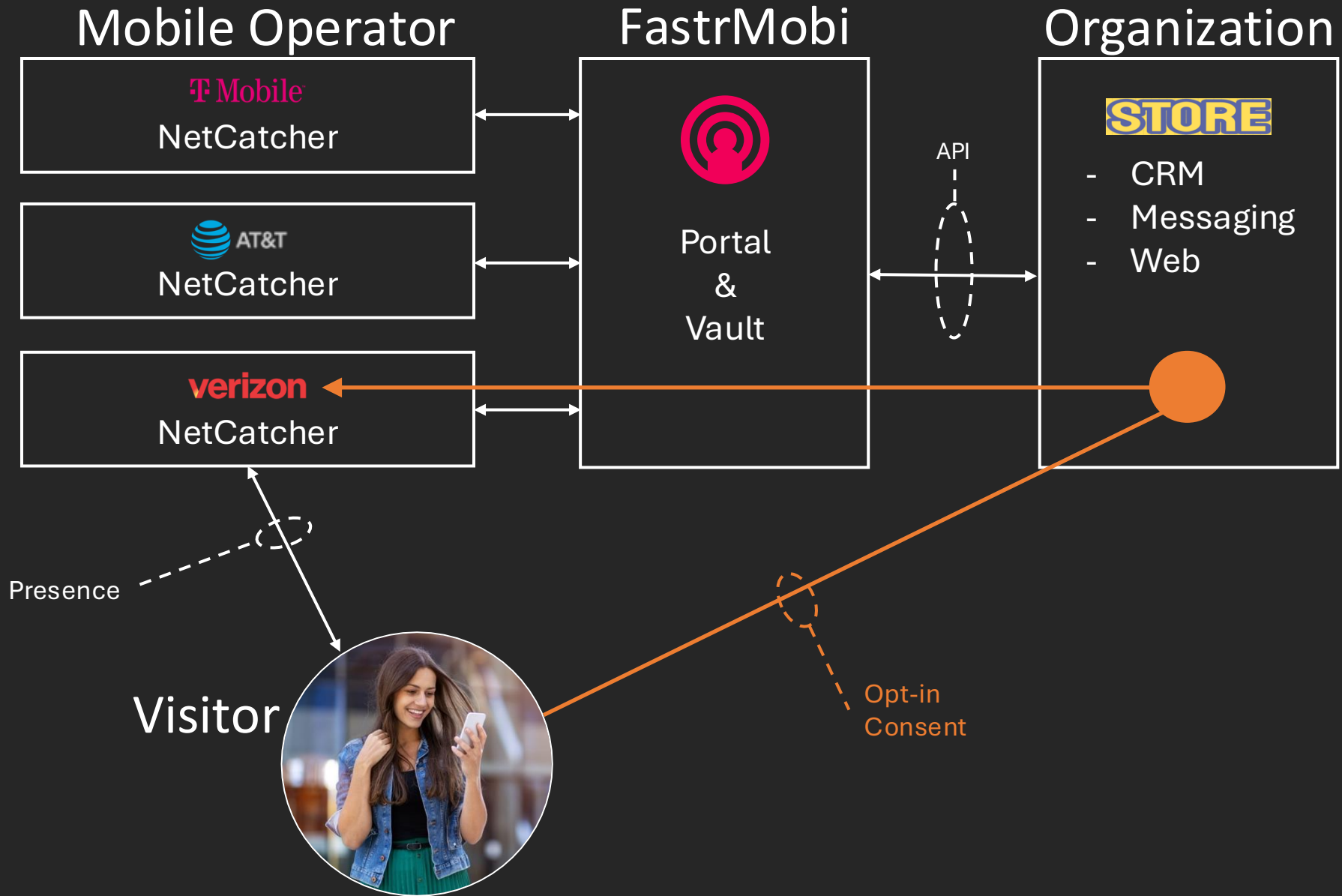
Pay per contact (Communication)



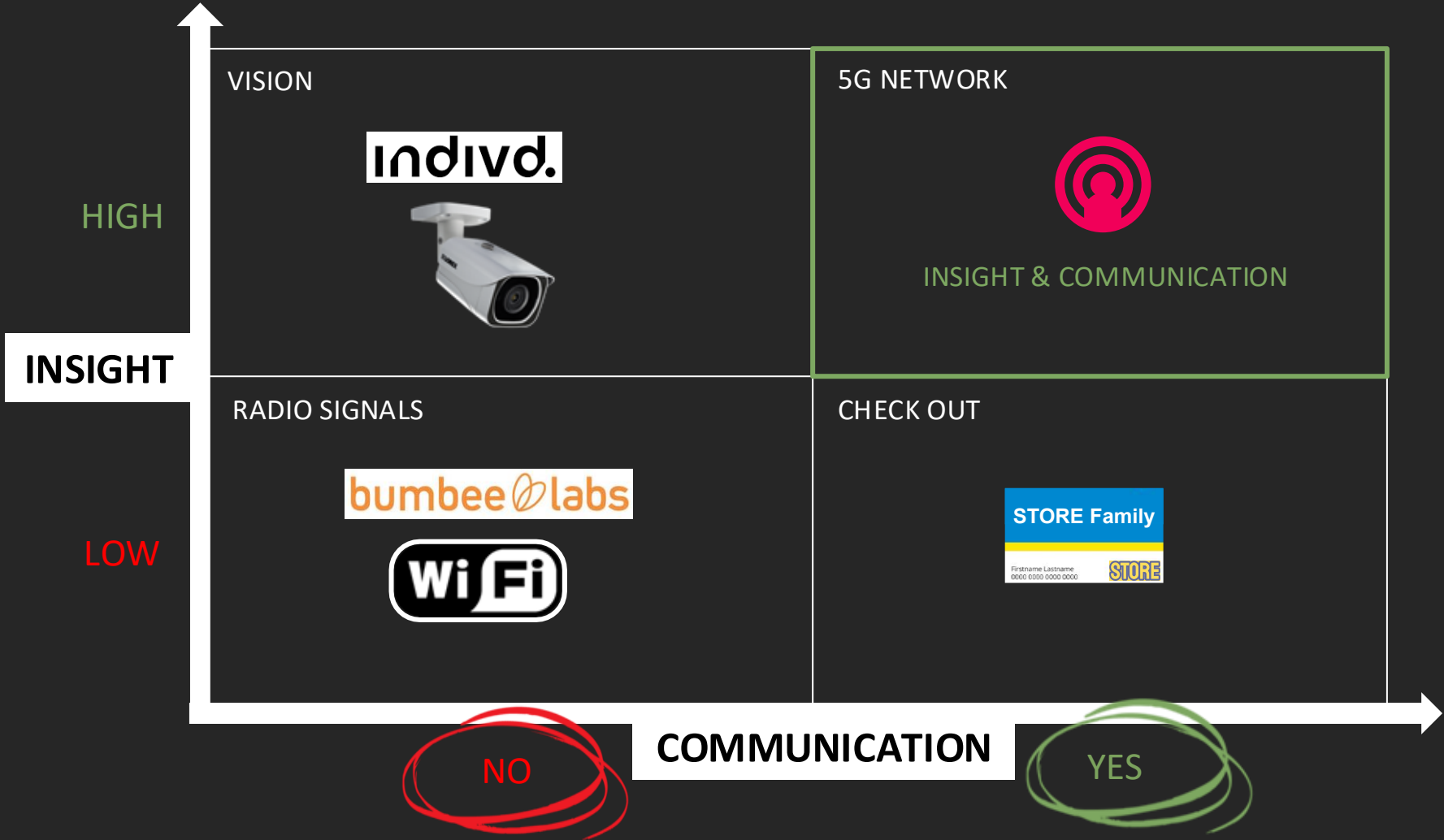
No upfront investment



INTEGRATION



COMPETITORS



MARKETS

SHOPPING MALL



AIRPORT



RETAIL



HEALTHCARE



ARENA



CAMPUS



GO TO MARKET

Integration & technology partners

CGI

 Microsoft



TEAM & EXPERIENCE



Niklas Magnusson
CEO
Co-founder Swedmeter



Tommy Ljunggren,
Advisor & Chairman
Telia, VEON, Northstream



Kristina Pettersson
Advisor & Board member
H&M, Unilever



Joakim Fredin
CFO
CFO, Visma Retail



Roberth Lundin
Security & GDPR
IT Security expert, Knowit



Katarina Ladenfors
Head of Legal
Lawyer & Partner, MarLaw



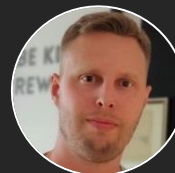
Robert Fredenberg
Platform System Architect
Senior Consultant IKEA



David Hultgren
Product design & Marketing
Hyper Island, Medieinstitutet, Volvo Cars



Sebastian Gedda
Fullstack Developer
Backend developer, Ving



Patrik Andersson
Head of Insight Data
Data privacy technology specialist RISE



Consent collection & Processing of personal and location data

- Applies to applicable laws and legislations GDPR, LEK, ML, AI act ...
- Thrusted party for User/MNO/Organization
- Zero friction
- Real-time
- Verified/Traceable/Auditable
- Tied to User/Organization/Premises
- User Blocking
- MNO Subscription Transfer





ECO SYSTEM

Organization/Property supplier

Customer Organization

Property Owner & Management

SW/HW Integrator

Neutral host provider

Mobile service

Authorities



Associations



Mobile vendor

Mobile operator

