

## USE CASE #1:

### SMART NAVIGATION

- Navigate shopping malls, public buildings, college campuses, medical facilities, tourist areas, and manufacturing plants.

- **SCENARIO:**

This app will help customers navigate to products within a store and utilize beacon points to discover their location. It uses Bluetooth beacons to show the customer's position on an illustrated map representing the store. Once they have found a section of the store or a particular product, the app can automatically display specific information.

# USE CASE #1 - SMART NAVIGATION

How long does it take?



Kit comprised of:

## IoT Hardware:

Beacon



Smartphone

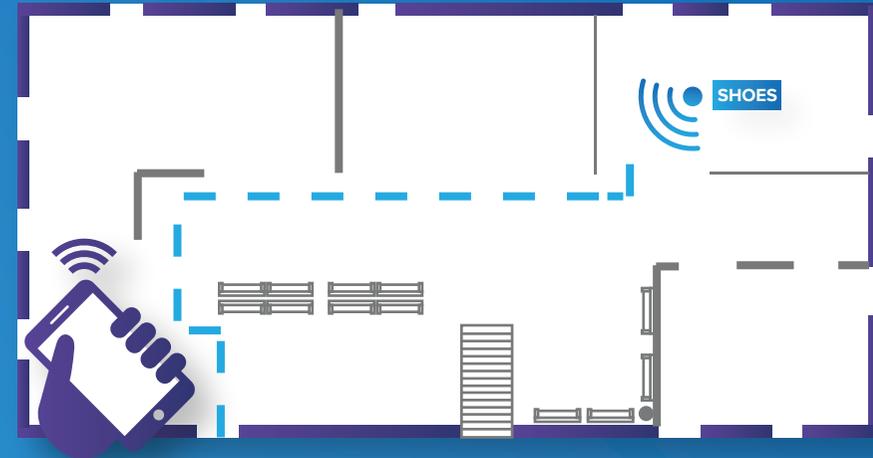


## Umajin Device Features:

Beacon configuration: Create behaviors based on proximity to beacons

Actions: Create page change events

Use Case Diagram



Demonstration App



Instruction link

<http://umaj.in/h/1>

## USE CASE #2:

### SMART PRODUCT DISCOVERY

- Provide interactive product information to build knowledge about consumer preferences, intentions, and buying patterns.

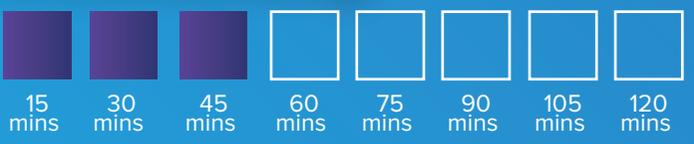
- **SCENARIO:**

Deliver customers easy, self-service options to discover and learn about products and services. Enable users to scan packaging, signs and tags, using NFC tags and Touchcode cards. This provides them access to detailed product information such as reviews, pricing, dimensions or shipping options - delivered right to their phone.

# USE CASE #2 - SMART PRODUCT DISCOVERY



## How long does it take?



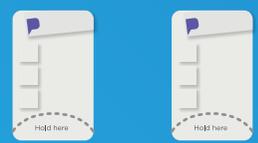
## Kit comprised of:

### IoT Hardware:

NFC tag



Touchcode cards



### Umajin Device Features:

- NFC detection: Configure NFC tags to be recognized and scanned
- Touchcode cards: Configure Touchcode cards to be recognized and scanned

## Use Case Diagram



## Demonstration App



## Instruction link

<http://umaj.in/h/2>

## USE CASE #3: SMART SHOPPER

- Drive repeat purchases with real-time offers and build regional knowledge about customer product preferences.

- **SCENARIO:**

Drive repeat purchases and enrich the shopping experience by presenting customers with relevant promotions and offers, and media-rich product information delivered to their smartphone. Show customers weekly deals, coupons and special offers as they walk around the store. Help navigate customers to the product so they can add it to their virtual shopping cart.

# USE CASE #3 - SMART SHOPPER



How long does it take?



Kit comprised of:

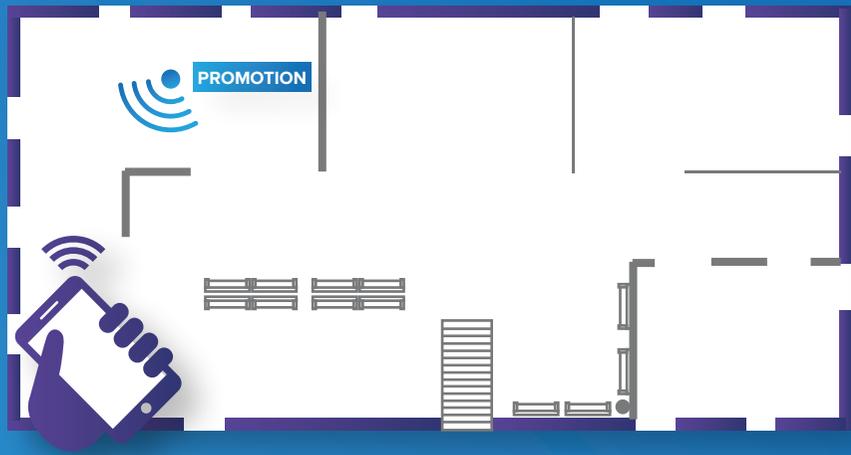
### IoT Hardware:

- NFC tag  
- Beacon 
- Smartphone 

### Umajin Device Features:

- In-app notifications: Setup mobile device level notifications
- Beacon configuration: Create behaviors based on proximity to beacons
- NFC detection: Configure NFC tags to be recognized and scanned

Use Case Diagram



Demonstration App



Instruction link

<http://umaj.in/h/3>

## USE CASE #4: SMART KIOSK

- Attract and engage consumers with a fun multi-media, gesture-controlled kiosk.

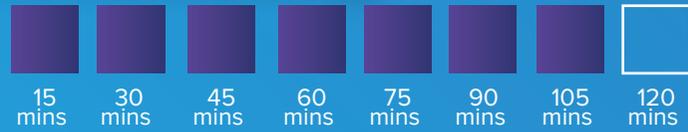
- **SCENARIO:**

Enable customers to browse product information using hand gestures on a kiosk or large display screen with a RealSense camera. Play audio to prompt interaction and use voice and gesture recognition to navigate multimedia content without touching the screen. Browse product information, images and videos. Record consumer emotional response and demographics for later analysis.

# USE CASE #4 - SMART KIOSK



How long does it take?



Use Case Diagram



Kit comprised of:

## IoT Hardware:

RealSense Camera



Ultrabook



## Umajin Device Features:

- Gesture control: Setup gesture for navigation
- Navigation: Create dynamic navigation elements
- Content: Layout content including text, image and video

Demonstration App



Instruction link

<http://umaj.in/h/4>

## USE CASE #5:

### SMART WEARABLE

- Create a smart sensor to track and identify the location of your most valued possessions.

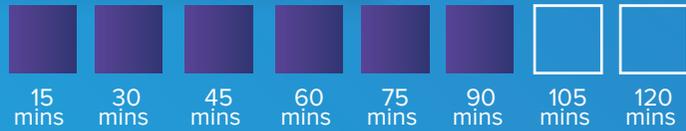
- **SCENARIO:**

Track lost or stolen property such as a bag, keys, laptop, jacket, suitcase, designer purse, or child's backpack by creating an IoT wearable. Use an app to set off an alarm sound to help you find your bag or keys. Customize security settings to send alerts when a suitcase or bag is being tampered with or it moves from its expected location.

# USE CASE #5 - SMART WEARABLE



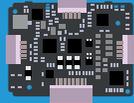
How long does it take?



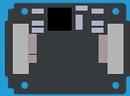
Kit comprised of:

## IoT Hardware:

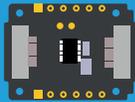
Edison



Buzzer block



3 axis accelerometer block



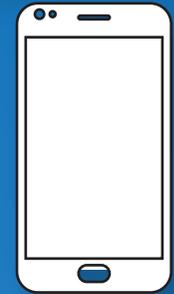
Smartphone



## Umajin Device Features:

Beacon configuration: Create behaviors based on proximity to beacons  
Edison: Communication protocol with Edison

Use Case Diagram



Demonstration App



Instruction link

<http://umaj.in/h/5>