



**AiSpot**

# THE PHYSICAL WEB

The shared Digital  
Platform for Retail and  
Destinations

Combining  
A super app  
Artificial Intelligence  
Internet Of Things  
Big Data  
Loyalty Management


# Retail is challenged by ecommerce



...loosing NOK 2 billion in turnover every month – just in Norway

Netthandel.no NYHETER PARTNERNYTT EVENTOVERSIKT

Nyheter



NYHETER

- Frykter butikkdød og øde kjøpesentre

**E-BUSINESS AS USUAL**

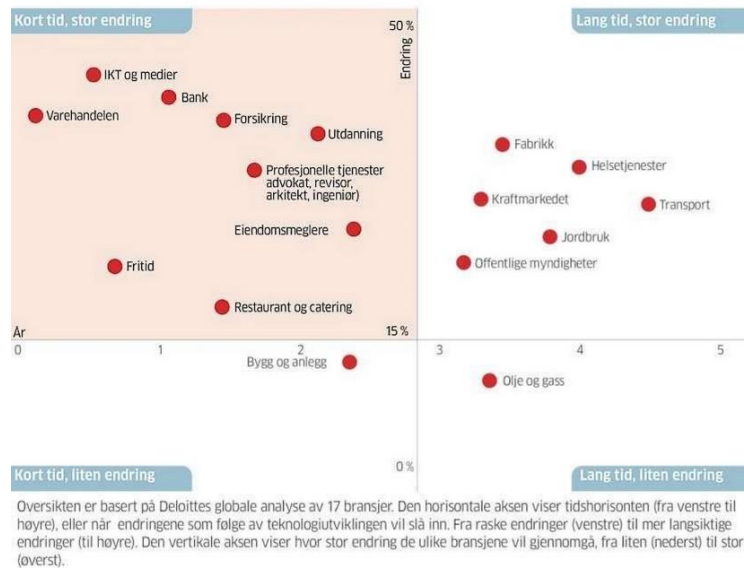
Viskan er en av Skandinavias mest fremgangsrike utviklere og leverandører av e-handelsløsninger.

**VISKAN**  
E-BUSINESS AS USUAL

Norske butikkjeder er ikke forberedt på den tøffe omstillingen som kommer i årene fremover, hevdes det i en ny undersøkelse.

— Varehandelen lekker hver måned opp mot to milliarder kroner til netthandelen. Lekkasjen er økende, samtidig som driftskostnadene til de fysiske butikkene øker. Likevel mangler mange

Så snart og så hardt slår teknologiendringene inn i din bransje



## Challenge:

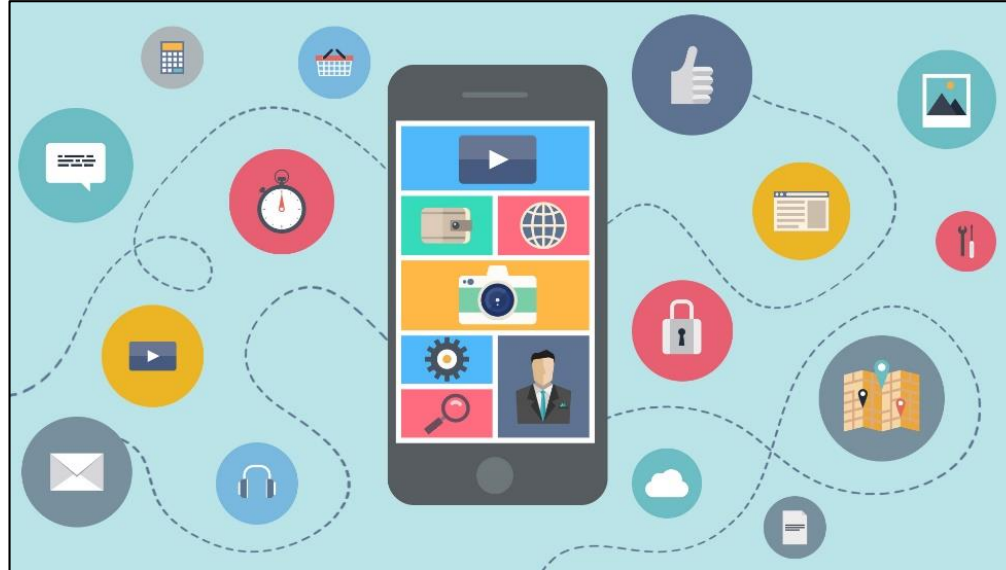
- Experts fear massive shut downs of physical stores – unless innovation can attract physical shopping and physical web
- Tech innovation is costly, risky and often not profitable. How to make it easy, quick and cheap to introduce tech innovation?
- How can local business and destination interact together to create a win-win for all?



**This year we will have**  
**4.9 billion**  
**connected things**



# Vision – how to success with digital innovation

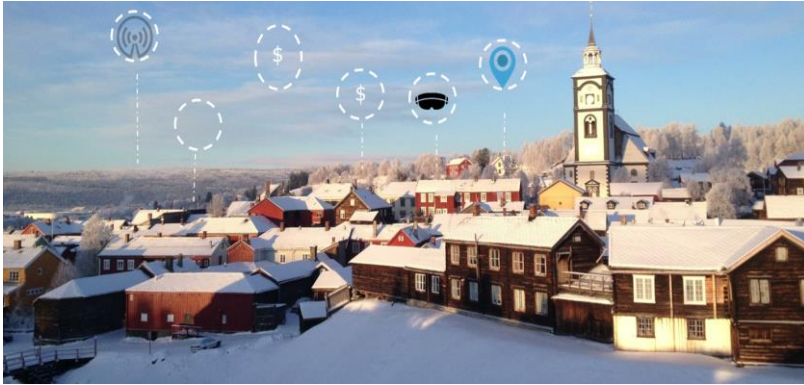


## **Vision:**

Help retail and destinations to innovate through new digital services – providing:

- A standardized, shared multi app towards their visitors
- A standardized, shared platform to manage and market their IoT and digital services
- Artificial intelligence to utilize the user data in order to assist both end users and retailer & destinations

# First Achievements: Røros og Rjukan - To be the first Digital Destinations



**Aispot shall develop a solution combining Internet of Things into a common platform where attractions and local business can interact together for increased experience, insight and business**



# Huge Marked Potential



For Attractions, Services ,Events...

On any spot...

At any destination...

For inhabitants and tourists...

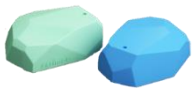


# The solution for the user: Universal App for IoT



Map at destination showing digital services

Communication module  
for the **Location Owner**  
with **GPS** and **user Profile**  
filtering including integrated



Communicating with  
**Beacons** at nearby location



1D Barcode

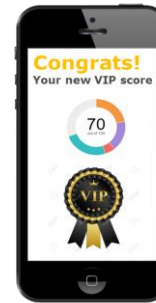


QR Code

Reading **QR / Barcodes** to  
get enhanced information about  
product and digital services



Scanning Receipts  
for user warrants  
and track spending



Shared open Loyalty  
program  
Earn loyalty currency  
and VIP-services to  
be used across  
several services



**Shared Platform**

Destination Content  
Management System  
(CMS)

Thank you for your attention

## Contact information

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