

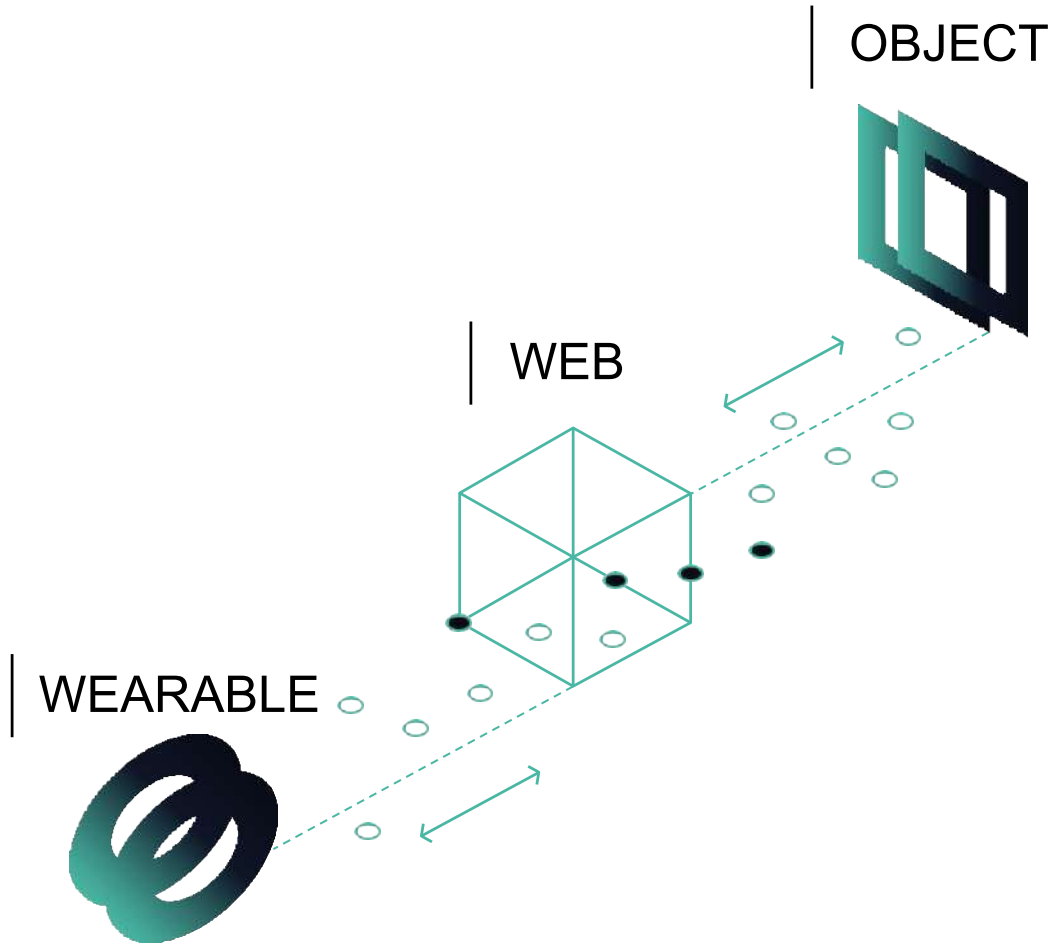
BRAINY M

What is it?

Brainy M is a smart-sharing solution of data between objects and wearable devices in proximity.

How?

Brainy M, through the potential of the IoT technology, enables real-time data sharing between objects and wearable devices in proximity. The control, monitoring and analysis of data generated are transferred to our web platform with hierarchical multilevel access.



SOFTWARE

WEB
PLATFORM

USERS'
CONTROL, TAGS
AND
SMARTBANDS

USER
PROFILING

REAL TIME
DATA
MONITORING

ANALYSIS

HARDWARE

SMARTBAND

TAG-READER

DATA SHARING

RATING

ALERT: -audiovisual
-vibration

TAG

EXPOSITION
DATI

Applications



Exhibitions



Fairs



Events

CASE STUDY — *Smartwine*

Our customer

SmartWineTasting is a Start-Up firm that scoped the needs for customers of the wine business: transforming the tasting experience with digital to make it 4.0, and then being able to exploit the gathered data to create new value.

Its Needs

SmartWine Tasting has requested WEL's support to create a high-tech wearable bracelet that can communicate with each other and exchange information about the different types of wines. This information is gathered with smart-band bracelets through the reading of NFC tags placed on wine bottles.

QUALITATIVE ADVANTAGES:

- profiling of users with merging of behavioral styles and personal data
- paper-less thanks to digital data exchange
- proximity advertising hype



QUANTITATIVE BENEFITS:

- sales increased for exhibitors: + 15%
- visitors presence increase in the exhibition + 23% thanks to the innovative customer experience



DATA SHEET

DISASSEMBLED

