

System Overview

Genova, 29 June 2007



BLUESPOT:

Multimedia server, able to transmit informations and to supply connections, equipped with all wireless and wired technology (i.e. WiFi, Bluetooth, etc)



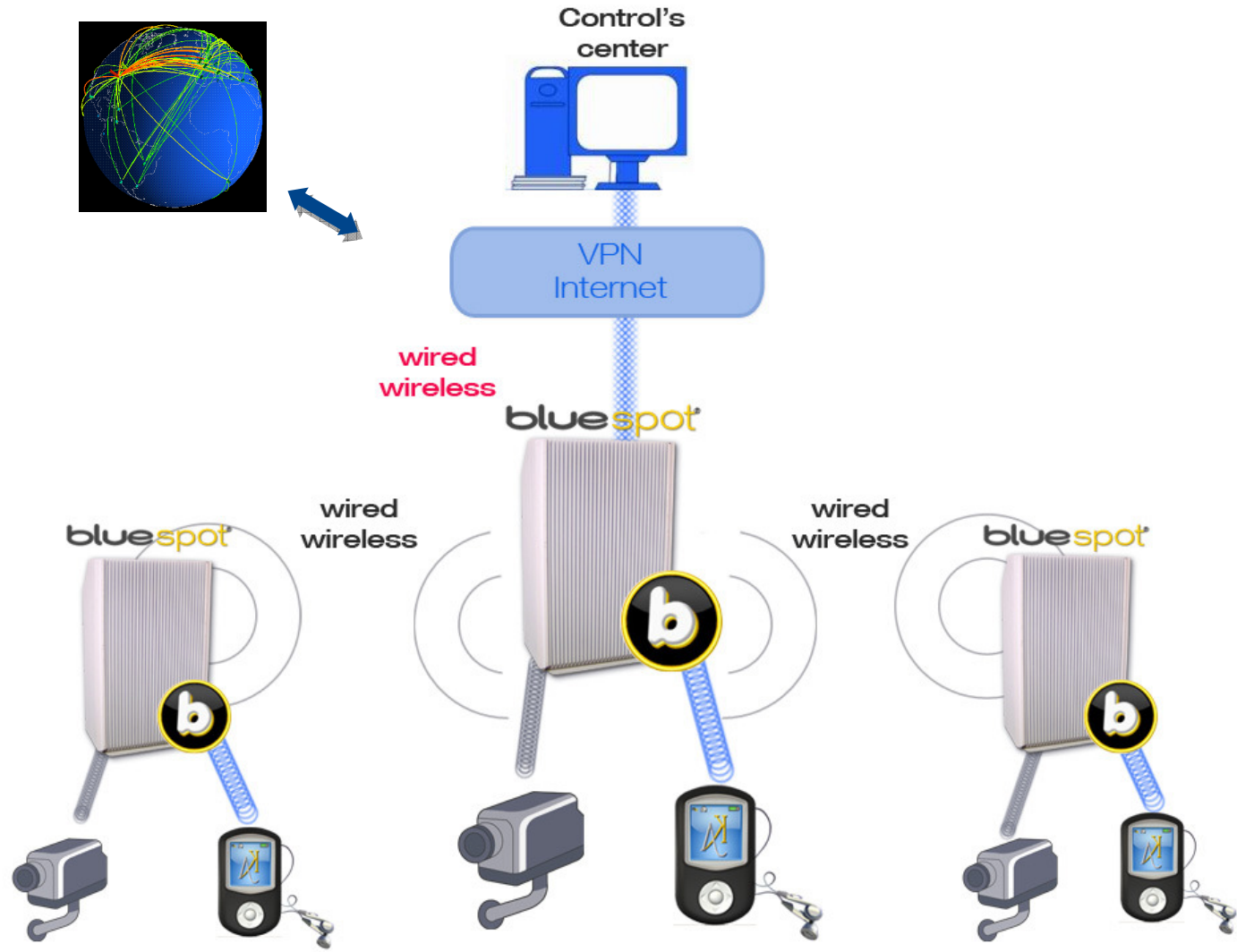
AFFINITY KEY:

Portable device, that allows the customers to connect to every blue spot and access to the services.

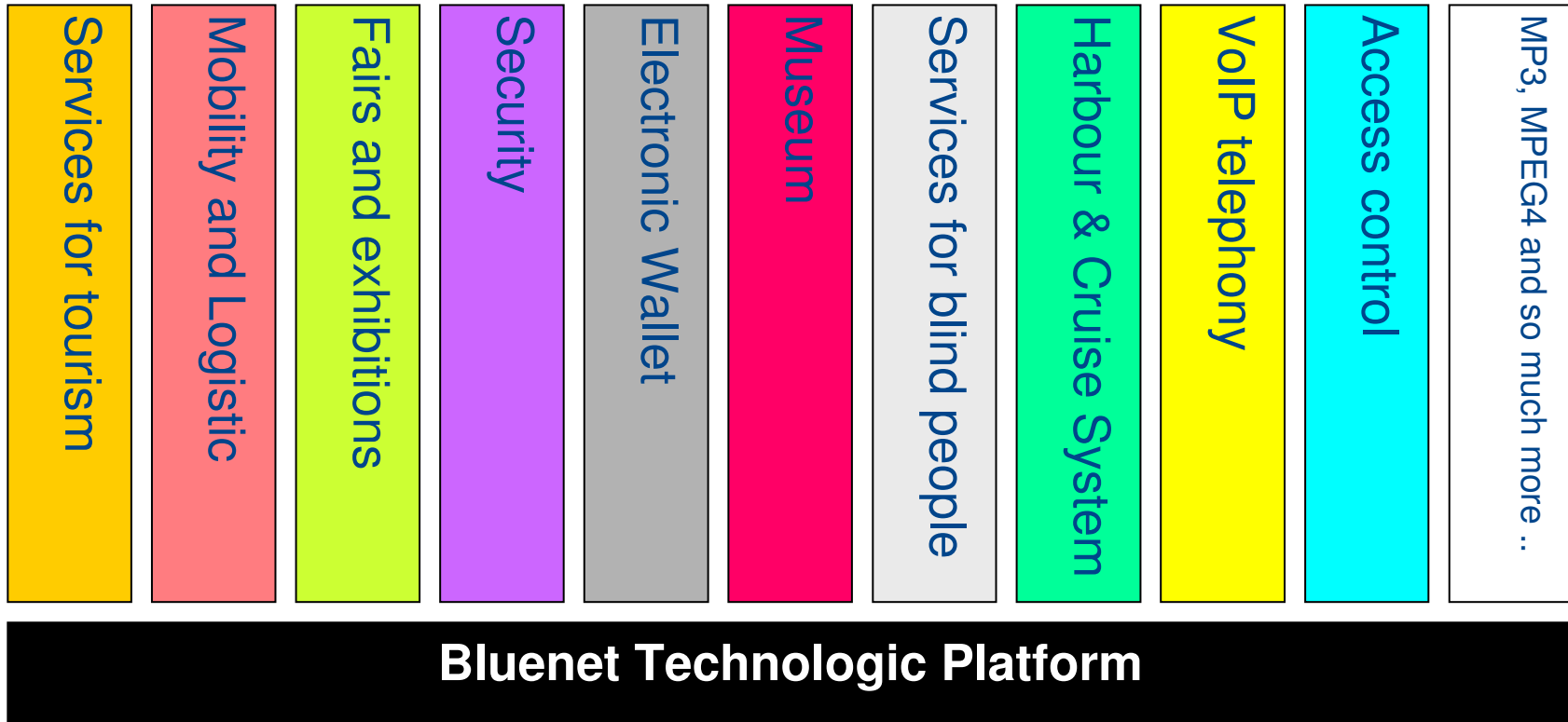
The unit is equipped with:

- ✓ MP3 and MPEG4 reader
- ✓ Tag reader
- ✓ Compass
- ✓ Text to speech
- ✓ Little camera DVD full Pal
- ✓ Flash disk internal memory (512 MB, 1 e 2 Giga)

System Architecture



Service available with Bluenet



Modularity: the bluenet platform can be extended to an entire area (for example a entire city), or be restricted to a special area (a quarter, a street...) and even to a single point like a news kiosk or a tobacconist.

A **virtuous cycle** of projects and business where every structure is useful for another one.



WiFi City Services

Territorial radio network that allows to send (automatically or if asked) real time information and services on:

Logistic information (hotel, restaurant, bus...)

Mobility service and privileged access (museum, car park, bus...)

Cultural activities and advices on short time initiatives and programmed events

Information on museum, art, monument...

Tourist information on the most important and attractive areas

Information of public interest (Pharmacy, Taxi, public rescue, ...)

Other ...

wifimarket®



Goal: to make easier the research of information about the product. No more wait to speak to a seller.

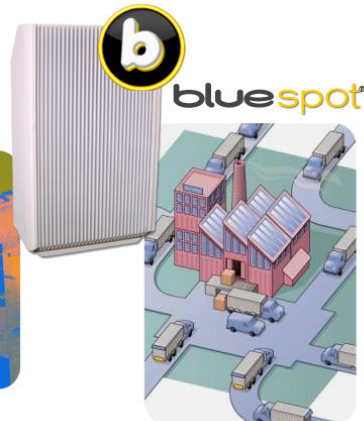
Other qualifications:

- Blue key that includes an electronic tags reader

- Electronic tags on the products on the shop's shelves

wifiindustry®

AffinityKey®



- **Goal:** To propose an integrated solution for industrial areas even if they have a big size.
- The WiFi City system offers other functionalities:
 - **Access control:** access to the car park area, activation of burglar alarm
 - **Mobile phone extension:** Blue key becomes the mobile phone to use inside the area
 - **Video surveillance:** to record everything in the area even using the algorithm of environment understanding
 - **Localisation:** to find with good approximation the blue keys and users provided with the system inside the area
 - **WiFi connection:** to provide mobile connection inside the area.

wifimall®



- **Goal:** to give information, to offer functionality of communication and security.
- WiFi Commercial Centre is a reduced version of WiFi City so it integrates all its functionalities but also WiFi Market and WiFi Blind ones.
- The main functionalities are:
 - **Information** : to deliver commercial information and advert.
 - **Video surveillance** : to record everything in the area even using the algorithm of environment understanding
 - **WiFi connection:** to provide mobile connection inside the area.

wifiticket®



- **Goal:** to check tickets' validity and the identity of its owner.
- Thanks to the rf-id tag technology it is possible to integrate in the ticket (plane ticket, stadium ticket...) a set of crypt information that cannot be changed..
- The main functionalities are:
 - **To validate the ticket:** rf-id tags offer the best quality of validation and security on the market.
 - **To certify the owner's identity:** for instance, during the check-in, the characteristics of the owner (included a picture) are memorised. These information are crypt and cannot be modified. At any time, through the blue key, it is possible to check the content of the ticket.

wificheck®



- **Goal:** to check easily and in absolute certainty the user's identity for operation of access, qualification and service's supply.
- The system unites the functionality of the micro camera and the blue key: the first one analyses the image of the user, it extracts the bio meters data and confronts it to the picture (the picture is crypt in the blue key). Thanks to this system only the real user can have the access to determinate services (so it has no sense to steal a blue key).

The main functions are:

- **Access control system:** to reserved areas, stadium...
- **Distribution of services:** for example, electronic system of identification and payment...

wifiblind®



- **Goal:** to help blind people out of their house
- You need:**
 - Electronic tags where you need them
 - A stick provided with a tag reader

www.AffinitySport.it



An integrated system of recording, a filing system and a transmission of high resolution pictures for all sport competitions.

From the sporting club to the stadium, from the circuit to the swimming pool, the integration between fixed cameras and mobile subjectivity (Sport key) allows to record and/or transmit images of the event.



Innovative Solutions for Harbour Systems

Genova, 29 giugno 2007

Cruise ships and services for passengers

The cruise ship can be considered as a “**floating city**”: so the integrated **WiFi City Services** could be easily set on boats to supply services.

Inside the cruise ship:

- **Multilingual information** (on the activities proposed on the boat, on the itinerary to follow – it is so bad to get lost on a boat! - etc.)
- **security** (a very important aspect first for the access on the ship: the central system of the boat uploads the picture of the passenger (that was inside his Affinity Key) and the staff can easily control the access. Then for emergency calls: if a passenger needs rescue services he just has to push a button on his Affinity Key)
- **communication** (passengers can access to internet, VOIP telephony, e-mails... on the boat)
- **payment** (Affinity Key becomes an “electronic wallet”)

Outside the cruise ship: for example on the docks or on areas that attract a lot of tourists, where the following services could be supplied:

- **Multilingual information** on monuments and sites
- **payment**, Affinity Key becomes an “electronic wallet”, and you can pay in shops that have accords with the cruise ship (that implies discount tickets or special offers...)

All or part of the services quickly previously illustrated can be supplied.

Merchant ships and ferry boats have other requirements, a little more operative and linked to freight transport. The most important for us is to follow passengers and boat companies from the beginning to the end and to offer security and information services (for example for the theft of Trucks)

We could give the carrier a blue key, with its own data memorized. The blue net technology could allow to identify the carrier (he could also pay with his blue key), and to repeat the identification during the travel, at the harbour... In case of theft, the system could also memorise the rubber, taking a picture of him.

Information and security services on the harbour area



Harbour systems are very competitive: they have to deal with modernity, efficiency and innovative initiatives based on high technology.

With Bluenet, the Harbour could create specific areas, maybe on the docks, where it could implement some services like:

information (reliable schedules to avoid queue and waste of time and to allow passengers to go shopping or go for a walk instead of waiting for the departure)

direct payment with AK;

communication between the system and passengers, i.e. schedule, information on departure, but also a system of communication for passengers, i.e. internet, VOIP, ...;

security (access and boats control). The security could also be applied through WiFi Check (to check easily and in absolute certainty the user's identity for operations of access, qualification and service's supply).

Connection with “neuralgic” places (like Autogrill or toll way gates near the harbour) to collect bookings and payments in order to inform who is arriving at the harbour and which vehicles are going to take ferry boats (passengers and vehicles management would be easier).