



VISITOR ANALYTICS HEATMAP

at

HANNOVER MESSE 2019

April 2019 v2

www.objexs.com

Content

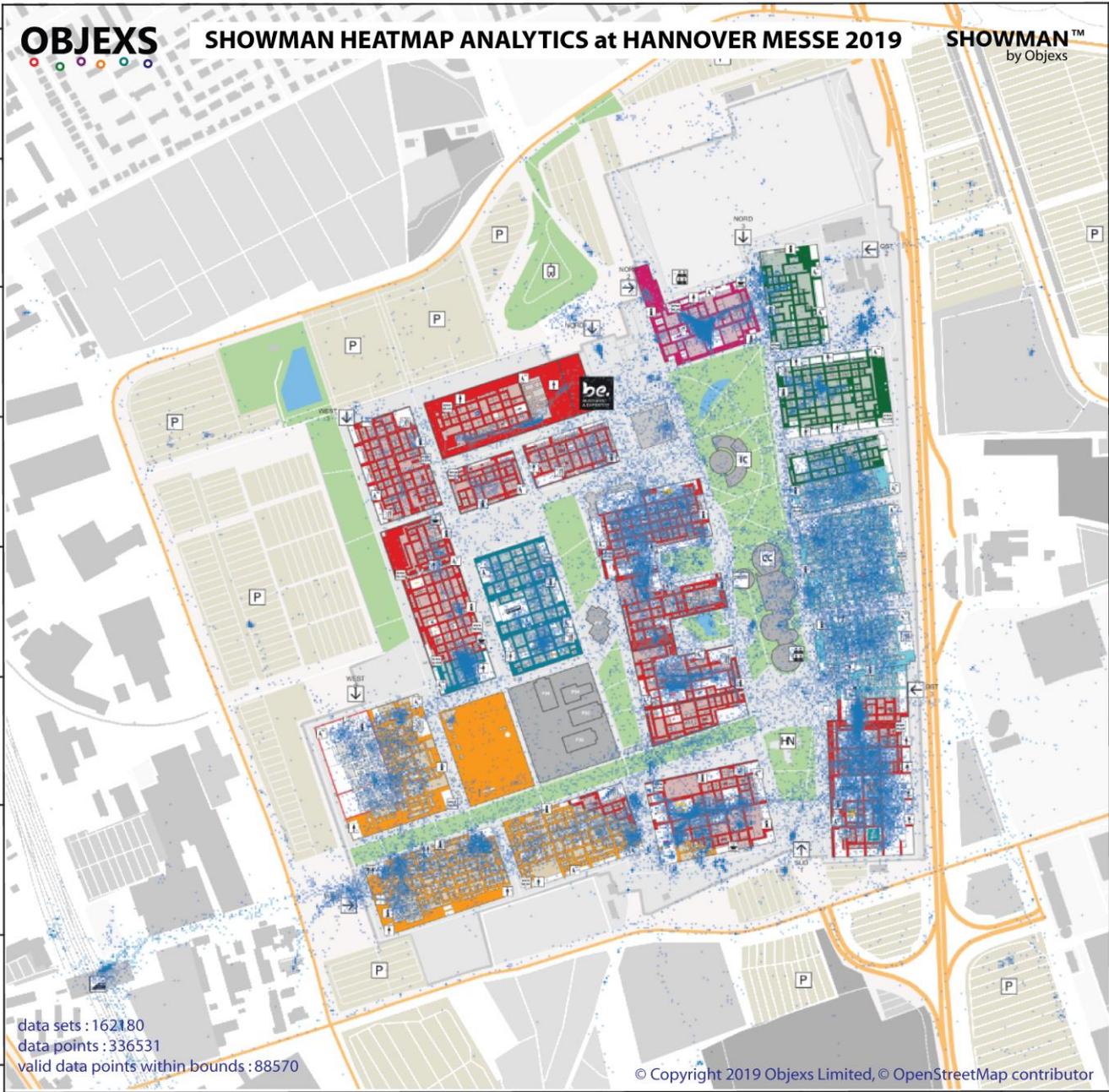
- Summary
- Heatmaps
- How data was collected
- Further data available

Summary

- Visitor traffic data was collected between 1st - 5th April 2019 from the Hannover Messe site during the HM19 exhibition
- The data was collected via our FREE value add AR App SHOWMAN: collected via users opting-in, consensually, anonymously and crowdsourced.
- Each single location data point (in theory) accurate to <10m (<3m on average), about the size of the smallest stand, tracked both indoor out outdoor
- Data is time-sliced throughout the day between 09:00 and 18:00 & time-tagged to produce data every 1 minute
- Data used to produce a visitor HEATMAP for the 5 days with 95% statistical accuracy – available FREE – see overleaf (also at https://objexs.com/store/Objexs_HM19_Heatmap.png)
- Further data was analysed and Hall by Hall & Stand by Stand analytics available on request – small fee applies

LATITUDE

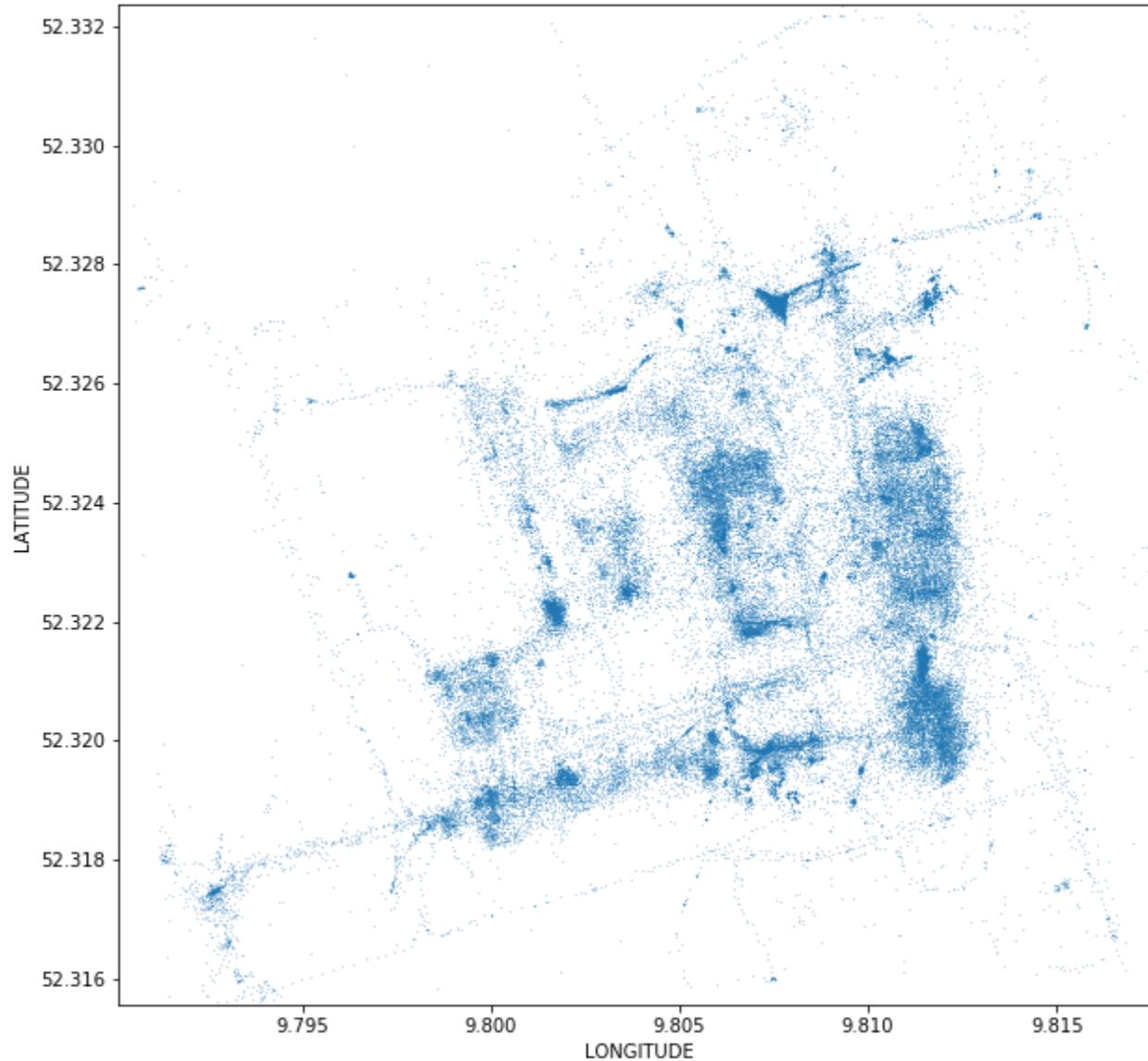
52.332
52.330
52.328
52.326
52.324
52.322
52.320
52.318
52.316



data sets : 162180
data points : 336531
valid data points within bounds : 88570

9.795 9.800 9.805 9.810 9.815
LONGITUDE

Hannover Messe 2019 Heatmap Raw



SHOWMAN



SHOWMAN is our AR product offering for Conference, Expos and Trade Shows (IOS only at this point).

SHOWMAN offers AR based booth and stand locators and also integrates dynamic and scalable 3D floorplans of venues along with location aids such as way-finders and markers to help find a particular company or booth. By its nature it integrates very accurate assisted & extended-GPS location awareness.

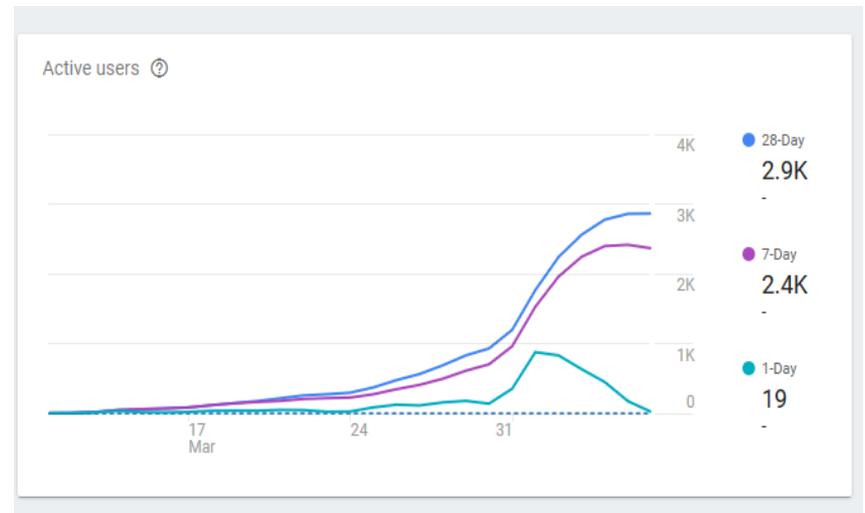
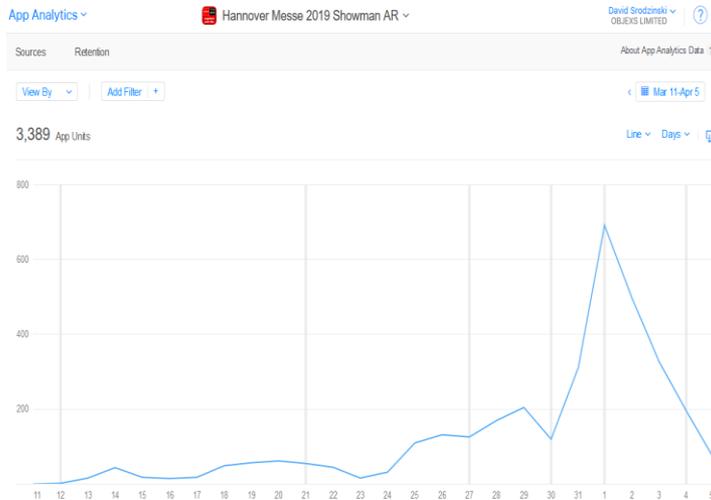
Importantly for professionals, SHOWMAN also integrates consensual analytics for both user and exhibitor benefit: users get instant feedback on their visit statistics including halls and stands visited, alongside distance walked and a day by day route map, in return we collect anonymized data from which we provide exhibitors and 3rd parties with important localized visitor data statistics.

SHOWMAN HM19 Installed Apps

210,000 Forecast Attendance

IOS AppStore Download Analytics
3,389 App Downloads

Firestore In-Use Analytics
2,898 Active Users



Statistics

- Statistically, if there is no bias in the measurement data then, for a survey accuracy of 95% and a tolerance on the results of $\pm 5\%$, the visitor sample size need to be only around **400** (independent of how many visitors, as long as total visitor numbers $\gg 400$)
- Number of downloads = **3,389 (previous page)**
- Number of Active Users = **2,898 (previous page)**
- Valid Sample Size : Number of Active Visitor Users a) using within site bounds b) between 1st-5th April c) providing more than a few hundred location points d) actually moving around e) consenting to providing data (i.e. the useful data set) = **386**
- **So statistics in theory accurate to around 95%**

Available Analytics (by Hall)

	Hall 2	Hall 3	Hall 4	Hall 5	...	Hall 25	Hall 26	Hall 27
Visitor Numbers								
Entry Point A Traffic								
Entry Point B Traffic								
..								
Entry Point X Traffic								
Average Length of Stay								

See

<http://www.objexs.com/store/hm19store.html>

to purchase personalized analytics

Available custom Analytics (by stand)

	Your Stand	Other Stand of interest #1	Other Stand of interest #2	Other Stand of interest #3	Other Stand of interest #4	Other Stand of interest #5
Traffic within bounds						
Engagement time 2-5 mins						
Engagement time 5-15 mins						
Engagement time 15-30 mins						
Average Length of Stay						

See

<http://www.objexs.com/store/hm19store.html>

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