



# The European Open Ecosystem for Future Internet Experimentation & Innovation

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# smartbuy Enhanced Buying Experiences in Smart Cities

SMARTBUY intends to provide the technological infrastructure for small and medium sized retailers to become THE PLACE to buy for people that want to keep the advantages of in-store purchasing, and at the same time experiment with the advantages of eCommerce; comparison of prices, choice of providers, reviews and specification awareness, etc. SMARTBUY converts Smart Cities' physical stores into a Smart geographically distributed mall by providing the logical consistency needed for conducting centralized searches in heterogeneous and geographically distributed physical stores.

## How does it work?

This project relates to the Topic: Integrating experiments and facilities in FIRE+. In order to address the specific challenges of this topic, SMARTBUY is based on mature components provided by the partners of the consortium and FIRE infrastructure. The project will be validated on top of the infrastructures provided by the project "ORGANICITY" in the framework of the FIRE initiative.

## Key objectives

The SMARTBUY project pursues scientific, technical and business objectives including analysis and utilisation of the available infrastructures provided by the ORGANICITY project as well as the IoT Innovation Lab for the validation of the SMARTBUY platform. Customization of a cloud secure platform for the provision of services supporting the process of ubiquitous smart buying is a key component of SMARTBUY whereas services will be provided to potential customers through multi-channel systems

for the interaction of potential customers with the platform. Web portal and Mobile Apps (for Android and IOS) with geolocation capabilities will be used. Furthermore, validation of the SMARTBUY system on top of the FIRE infrastructures provided by ORGANICITY project and IoT Innovation Lab will take place as well as enhancing and improving the Smart Cities ecosystem by incorporating a smart and highly replicable system. Finally, the project will guarantee the access of SME retailers to the SMARTBUY system.

## How to get involved?

Stores can participate in the validation of Smartly platform. Participation is free of charge during the project. After the end of the project, prices will be affordable. Stores participating in the project will be involved in the definition of the pricing strategy. SMARTBUY can provide an inventory system for stores free of charge.

## Project Facts

**CALL:** Collaborative Projects Call 2 - ICT12 | **EXECUTION:** From January 2016 to December 2017

**COORDINATOR:** Lorena Bourg (Planet Media)

**PARTNERS:** Planet Media (Spain), City Passenger (France), Luleå University of Technology (Sweden), CTI (Greece)