briteyellow

Smart Village – Smart Community

Urban Property Developer needed to build a sustainable smart community application for its new smart village development.

Creating Sustainable Smart Community

Like many urban property developers, our client wanted to provide added value to its customers. Their aim was not just to build responsibly and provide a first class home to be proud of but to set it within a thriving, valuable and sustainable community. To create smart village community where people can share and interact with each other in new ways.

The Urban Development Challenge

The Company understand that home owners want to know more about their home and neighborhood. They already provide an online Home User Guide where prospective home owners can view 3D models and images of their area. But, without an Indoor Location or Internet of Things capability the company knew it faced a major challenge to create a smart community application that would set them apart from competitors.

Enhancing Sales and Customer

The Company asked Briteyellow to create a customer care and sales enhancement tool, delivered as an application that would help home owners to find out more about their home

and other properties within their neighborhood. The application should also help the Company to interact with home owners, and provide better customer care and maintenance support.

Briteyellow Smart Community Solution

Briteyellow proposed to create new smart village – smart community solution for the Company on its BriteLocate platform. Briteyellow would install its BriteLocate IoT sensors inside each property and public building. The system would include BriteLocate Bluetooth tags for assets, enabling the tracking of children, pets, elderly people, hedge cutters, lawnmowers, bikes, and any other shared assets anywhere across the neighbourhood.

Home Owner Community Application

Briteyellow also created a white label Home Owner application that uses, location data from the Briteyellow's IoT sensors to provide tracking and guidance everywhere in the community. Home Owners could use it to search for people and things, interact with the Company intelligently, and link to other valuable information sites. The optional Mixed Reality Interface allowed some users to engage in Augmented and Virtual Reality applications, and to get information based on their location for maintenance and support.

Customer Benefit

Briteyellow's Smart Community has helped our Property Client to provide a solution that helps them differentiate their development from competitors. With our home owner application they are better able to support their sales team, enhances customer care, manage home relations, and improve interactive community communications.

About Briteyellow

Briteyellow is a Wireless Indoor Location and Internet of Thing software and technology company. Our software as a service technology platform helps companies create smart tracking and guidance solutions for people and assets. Applications include mobility, community, parking, factory, retail, and warehousing, and many other solutions for government, enterprise and service providers. Briteyelow, BriteLocate, and Britezone is a registered trademark of Briteyellow Ltd. The Briteyellow logo, trade names, and brands are the property of Briteyellow Ltd. For more information visit www.briteyellow.com.