



Smartline

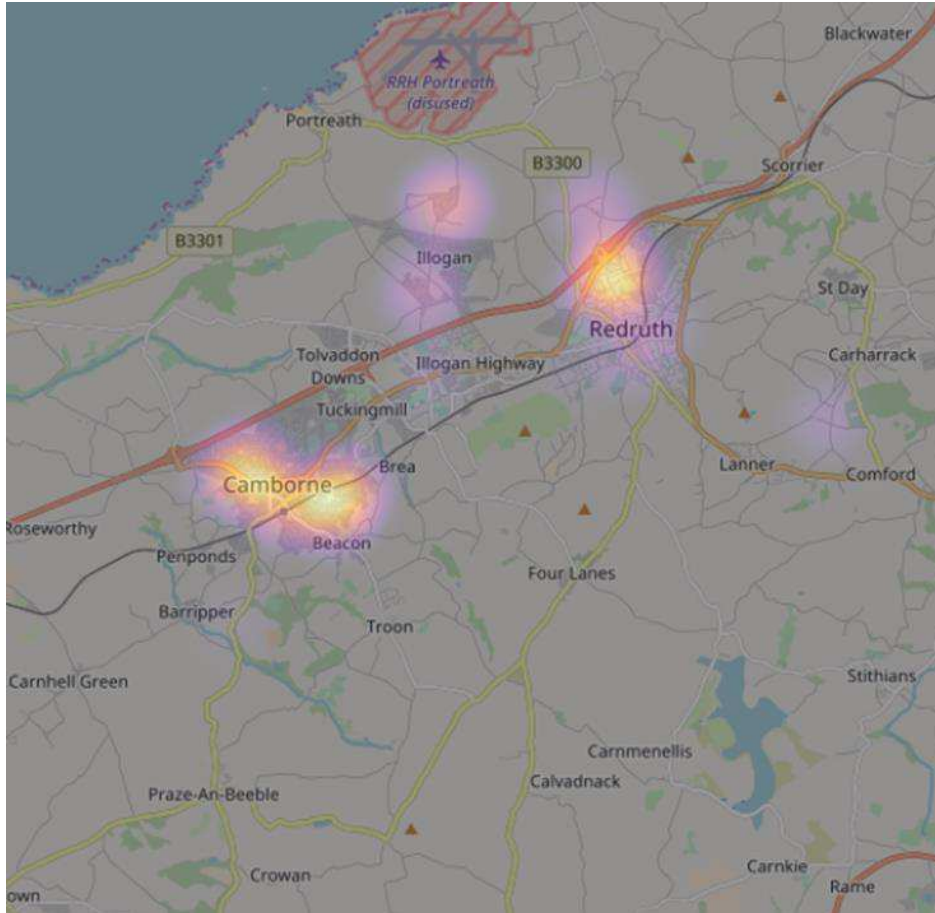


Smart wellbeing inspired
by the community

50 million points
in 5 minutes

Darren Stevens
Data Integration Manager

Where are the data coming from?



- 350 homes currently engaged
 - Wellbeing Surveys
 - Environmental sensors
 - Utility usage
 - Housing Stock data
 - Installation started November 2017
 - Already more than 50 million data points



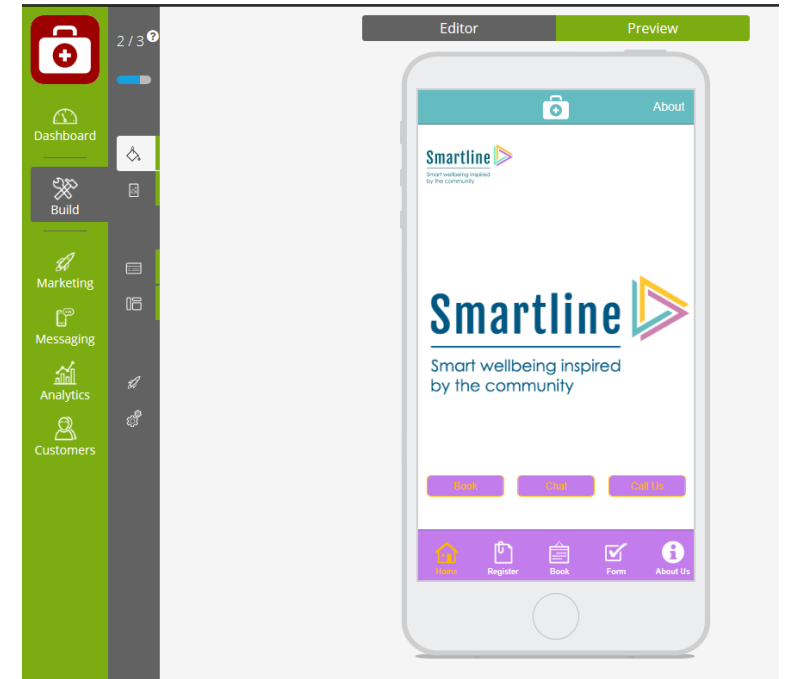
Connecting with participants

- Tablets provided to participants
 - Follow up surveys
 - Promote events
 - Access the sensor data
 - Provide information
 - Trial new products



Getting involved

- Support for businesses to develop new products and services
 - Grants
 - Access to researchers
- Developing new apps
 - Smartline app for the project
 - Health and wellbeing apps
- Testbed of participants
 - Access to a large user base to trial new products



Cornish miners

- At the bottom of every mine in the world you will find a Cornishman....
 - Linked to the emigration of skilled Cornish miners due to lack of opportunities in Cornwall, in the 1800s
- On top of every **data** warehouse you will find a Cornish data miner
 - They are still living in Cornwall



Audience Data Mining

<https://adexchanger.com/comic-strip/adexchanger-audience-data-mining/>





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