

## ASX Announcement

### SKYFII ANNOUNCES DURHAM UNIVERSITY AS FIRST UK EDUCATION CUSTOMER

- **Durham University takes 'Smart City' approach with Skyfii's 'IO Insight' data and analytics services**
- **Initial 3 year contract term**
- **First deployment in the education sector, in line with stated strategy to invest into qualified vertical markets**

**SYDNEY, AUSTRALIA, January 24<sup>th</sup>, 2017** – Skyfii (ASX: SKF) today announced that it had executed an agreement to roll out its 'IO Insight' data analytics services to Durham University, representing its first customer worldwide in the education sector.

Located in the North East of England, Durham University is a world top 100 university with a global reputation and performance in research and education.

#### **WiFi and analytics to drive better service provision and engagement**

In partnership with Aruba Networks, a Hewlett Packard Enterprise company, and UK Channel Partner Pervasive Networks, the University will be equipped with more than 2,800 access points spread across the University's many buildings and facilities.

Aruba's Analytics and Location Engine ('ALE') platform has been installed to drive important WiFi captured data to the Skyfii 'IO Insight' platform, providing valuable insights around student behaviour. Once implemented, Durham University will be the largest single deployment globally of Aruba's ALE in the world.

IO Insight is the reporting and intelligence component of Skyfii IO that provides real-time insights on visitor behaviour and venue performance. It will provide data-driven insights to benefit students and staff across the campus in real time, whilst enabling the university to monitor movement across the campus (or township), dwell time, visit rates, and a number of other key metrics. The 'IO Insight' platform will be progressively deployed at Durham University, reaching full scale deployment in the third calendar quarter of 2017. The contract will run for an initial three year term.

Using analytics, 'IO Insight' can also be used to help minimise congestion and student traffic by monitoring foot traffic, thereby allowing optimisation of timetables to make real time best use of campus infrastructure including lecture theatres, laboratories and parking. Additionally, using the data generated by the analytics services such as locational tracking, the University can provide a smart application to allow new students better locate and utilise facilities around campus.



### **WiFi and analytics to drive better services and engagement with the community**

“Our vision is to turn Durham into a smart city,” said Paul Featherstone, CIO of Durham University. “Anyone who attends or has been here knows that the University is the beating heart of the town and using technology in this way will benefit the entire community. Using Skyfii’s WiFi and data analytics services will see us deliver a better service provision and engagement with our students, staff and curriculum, and this partnership speaks to that.”

“Skyfii is delighted to announce this contract with Durham University, which signals the Company’s first education sector client and this fits squarely in line with our strategy to invest into qualified vertical markets. The education sector is competitive, and leveraging technology in this way can deliver Universities a huge advantage,” commented Skyfii CEO, Wayne Arthur.

“Internet consumption by students and community has grown substantially in recent years. Providing free WiFi to those stakeholder groups enables Durham University the opportunity to service a need, while capturing important metrics, such as geographic location and foot traffic. We know from our work in retail environments that analysing this data can deliver huge improvements for things like town planning and schedule creation. It can also drive innovation through business cases supported by proper data.”

### **Move into UK education sector in line with international growth strategy**

Skyfii opened its UK offices in May 2016 amid strong demand for data-driven analytics from industries, including education. At the end of 2016, the Australian Company announced a successful capital raise totalling more than \$4 million to help it further expand its business into international markets such as the UK. Skyfii announced on 12 February a Share Purchase Plan (‘SPP’) to eligible existing shareholders to participate at the same price as the Capital Raise which opened on 16 January 2017 and will close on 9 February 2017.

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### **About Skyfii**

Advancements in cloud, mobile technology and Wi-Fi systems have enabled bricks-and-mortar venues to become more competitive by better understanding the needs of their diverse types of visitors. Today, every smartphone is a chatterbox of information. The cloud-based Skyfii platform uses existing Wi-Fi infrastructure, BLE beacon networks, door-to-people counters, video sources, web and social platforms to allow various types of venues to not only analyse behaviour of anonymous visitors, but also capture data from those who opt-in to free Internet connectivity. In doing so, it converts the data into a critical sales and marketing tool that allows venues and their commercial tenants to deliver content that is catered to each visitor’s needs and interests.

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Skyfii offers a cloud-based solution in a subscription model consisting of three core 'IO' services:

- IO Connect: a data portal where data is collected (Data in)
- IO Insight: venue performance, customer behaviour and, loyalty & engagement (Data out)
- IO Engage: targeted content delivery, automated marketing and monetization

Skyfii also engages with clients to provide further revenue generating services such as data science, targeted advertising and sponsorships, arising from the insights gained from its three core services.

For more information visit [www.skyfii.io](http://www.skyfii.io).

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