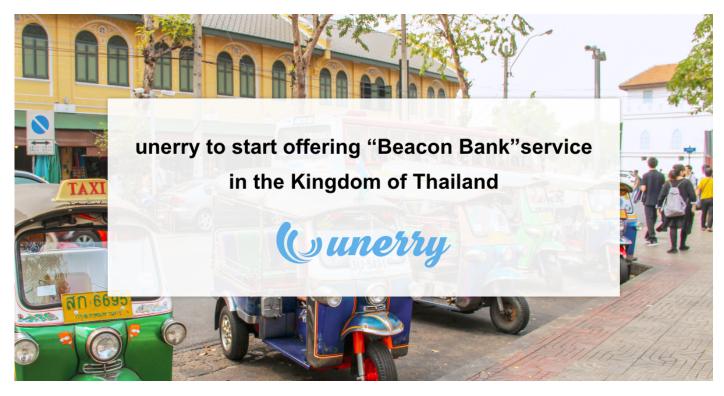# unerry to start offering "Beacon Bank" service in the Kingdom of Thailand

This is the second country Beacon Bank has expanded business into following Indonesia.

unerry, a Tokyo based operator and creator of the real behavior data platform "Beacon Bank" has launched its "Beacon Bank" business in the Kingdom of Thailand (hereinafter referred to as "Thailand"), and will provide analysis and visualization services of people's movement & store visits. unerry will provide clients with services including analysis and visualization of shopper navigation. This is the second country, following Indonesia, where the real-world behavior data platform "Beacon Bank" has been globally deployed.

unerry has contributed to the innovation of retail DX and Smart Cities in Japan by expanding the range of data utilization through multifaceted AI analysis of people movement big data.

In our first global expansion project for a shopping mall in Indonesia, we provided support to a local company by analyzing navigation patterns to identify changes in mall visitors and retail trade areas before and after COVID, as well as competitive comparisons and shopper visitation rates. We found that the experience and services we have established in Japan could be fully utilized in Southeast Asian cities that are aiming to become smart cities.

We have also begun discussions with several local companies in Thailand and have confirmed business needs in the areas of retail and transportation, for providing people movement analysis and visualization services.

Examples of confirmed needs in Thailand

<Analysis of people movement flow> To alleviate traffic congestion caused by the concentration of population in urban areas and promote the use of public transportation. Digitalization and effectiveness verification of traffic patterns and advertisements.

<Analysis of shopping behavior and competition> Shopping and competitor analysis of retail facilities. Implementation of digital advertising to attract customers and effectiveness verification to increase sales.

<User Analytics & In-app messaging> Integrated understanding of app users from in-app messaging to real world visitations, and cross promotion of partner apps to increase app user growth in the future.

unerry has developed a data platform and started providing analysis and visualization services in order to meet the diverse needs of people's navigation in Thailand. Going forward, unerry will continue to build on its track record of providing this service and will consider expanding the range of its menu of offerings.

Comment from Ryan Imaizumi, Executive Officer and CSO, unerry, Inc.

We are very pleased to be able to offer our services in the Kingdom of Thailand, which has a long history as a partner of Japan. In the Kingdom of Thailand, rapid urbanization is progressing, especially in the capital city of Bangkok. People's lifestyles are changing drastically, and at the same time, they are facing various issues such as urban environmental challenges and urban digitalization is attracting attention as a solution. In the Kingdom of Thailand, where a major "wave" is taking place, "Beacon Bank" will develop its business in cooperation with partners and local companies to contribute to the data infrastructure that supports urban digitalization and Smart City development. We also aim to realize "unerry, everywhere" starting from Indonesia and then to Thailand, continuing our expansion into other countries across Asia.

■About unerry Corporation (Website: https://www.unerry.co.jp)

A data company founded in 2015 that operates the real-world data platform "Beacon Bank" (https://www.beaconbank.jp/), which utilizes GPS and beacon technology to collect more than 40 billion monthly data entries and about 150 million IDs from smartphone applications. Our AI analyzes big data of indoor and outdoor people movement flow obtained from smartphone apps using GPS and beacon technology. By "data-izing" the real world, unerry is developing businesses such as OMO marketing support and businesses for the realization of smart cities.

<For inquiries>

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