

# 47 Smartwatches and Data Science to Create a Highly Personalized Event Experience

Moto 360 App   Customized watchface   Data science   Bluetooth communication

## Customer

[HAVAS](#) - one of the largest global advertising and communications groups in the world, operating in over 100 countries.

## Industry

Advertisement.

## Challenge

ELEKS was asked to create advanced user experience to engage with the participants at [AdForum Worldwide Summit](#) in London to promote HAVAS as a leading digital agency. Considering the need to give 47 Moto 360 smartwatches as gifts to the participants and acknowledging numerous technical limitations, the mission was quite ambitious.



## Solution

We created custom watchface for each participant based on their social data. We also developed an app that included the schedule of event, presentation details, and speaker information. The main smartwatch feature leveraged data science to allow participants identify the most appropriate contacts based on their professional and personal data. Gamified notifications were sent to each participant allowing to connect directly with a new contact.

## Technology

ELEKS built a server network and connected 47 smartwatches via Bluetooth, enabling real-time phone-free communication. Moreover, we designed back end in such a way that any content could be updated from the server directly, without reinstalling it on all the smartwatches. Adding more Bluetooth servers and implementing a distributed architecture helped us to cover the entire venue, overcoming the limitation of the signal strength.



## Results

ELEKS and HAVAS managed to create a memorable and exciting digital interaction, showcasing the value of wearables for marketing purposes. This is an innovation all forward-looking businesses can use to strengthen their brand and connect with target audiences.



Find us at [eleks.com](http://eleks.com)  
Have a question? Write to [eleksinfo@eleks.com](mailto:eleksinfo@eleks.com)

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