

The Physical Web with Sitecore

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April 26th 2016

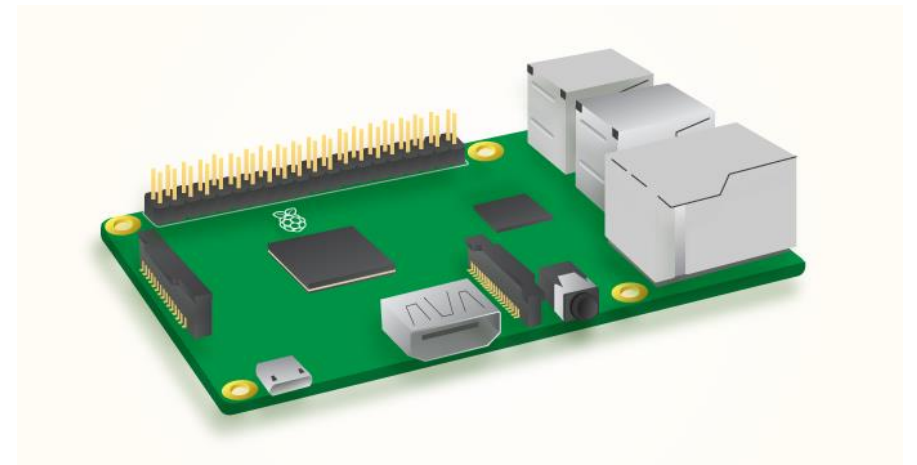


SUGCON
EUROPE 2016

IoT – Internet of Things

Many internet connected devices available, at low cost.

This is an experiment into what can be achieved with Sitecore, Beacons and IoT.



Small device transmitting a URL over Bluetooth.

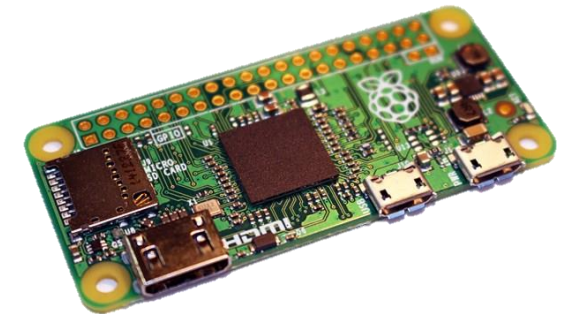
Add attachments – We have Sitecore for content and assets

Beacon platforms

- Google's Eddystone
- Apple's iBeacon

Character limit on URL – URL Shortener.

Raspberry Pi Zero – Makes a really cheap Beacon!



1. Look at a zoo website powered by Sitecore.
2. Make the website Bluetooth aware to add physical context to the website.
3. Record back to xDB.
4. See what we can achieve with this data.



Zoo Website

Ok.. Let's look at a zoo website using Sitecore.

Create a beacon to transmit a URL of the animal the visitor is actually stood next too.

Each animal has its own Bluetooth beacon with unique URL.

Raspberry Pi compatible project

<https://github.com/don/node-eddystone-beacon>

Create beacon

Ok.. Let's turn a Raspberry Pi Zero into a Bluetooth Beacon.

Capture each animal visited to the visitor's experience profile.

Need a custom facet to store the "Visited Animals".

Extend SPEAK to display the facet.

Lets also track the physical zoo visit against a Sitecore Campaign.



XDB reference: <https://jonathanrobbins.co.uk/tag/xdb/>

Create xDB Facet

Ok.. Let's create a custom facet and record the visited animals.

Create a physical kiosk using an IoT for the zoo souvenir shop to leverage the data we have about their visit.

Query xDB for visited animals, and suggest souvenirs based on what animals they have visited.

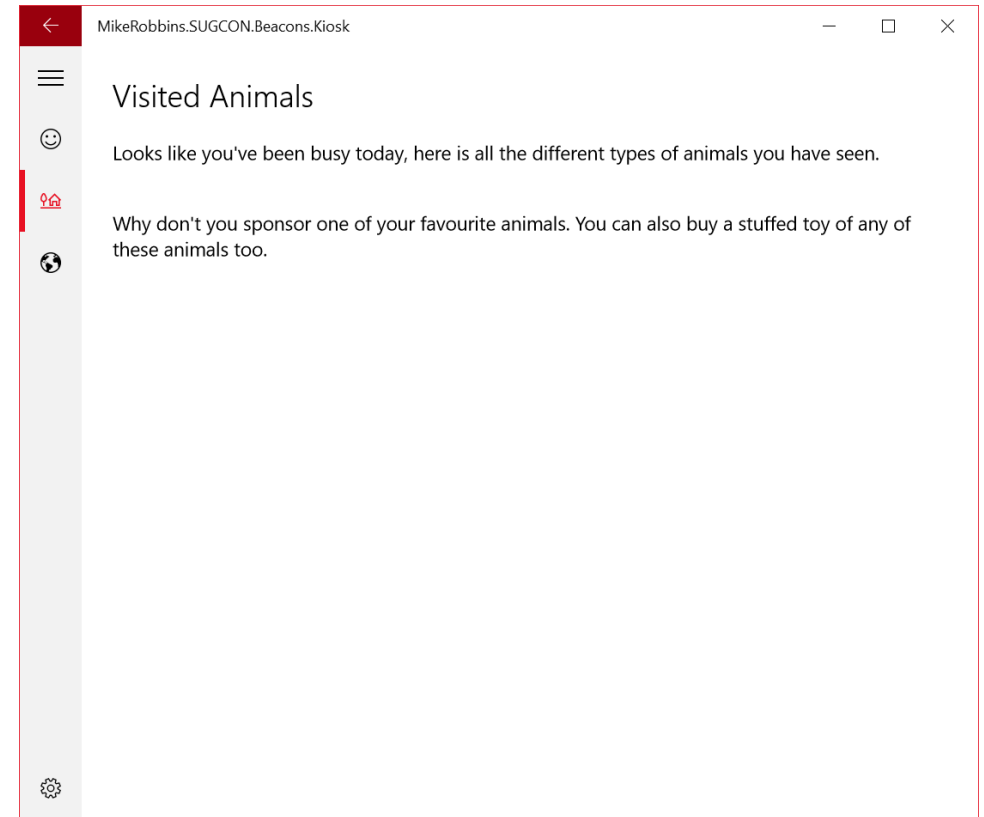
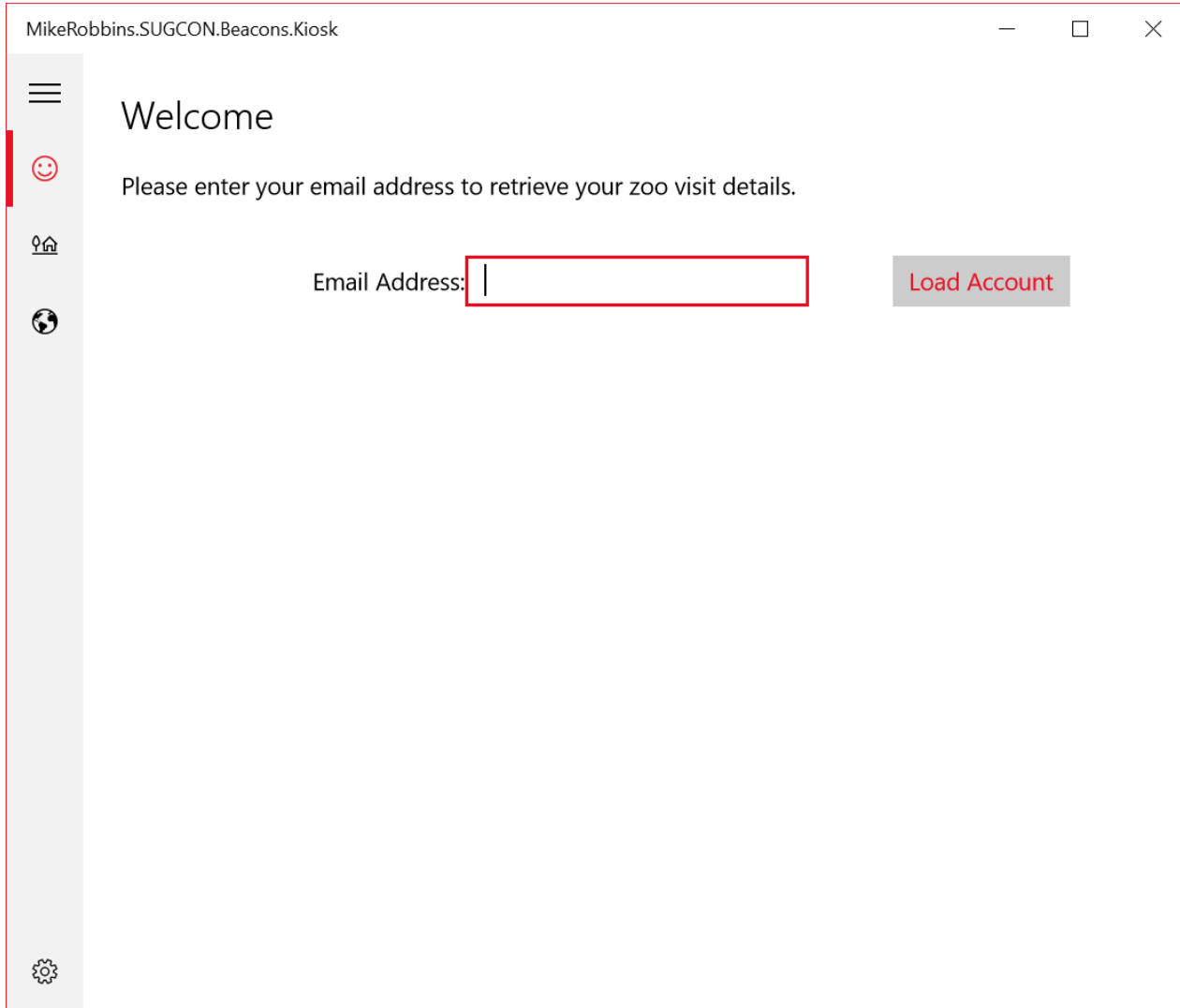
Create a service to work with xDB in a restful manor.

Lookup a contact from xDB by unique identifier via SSC

List visited animals from xDB facet.

Sitecore.Services.Client

Ok.. Let's expose xDB data
over a webservice.



Windows 10 Core Platform

Write a UWP application to communicate with SSC

Truly universal, will run on Raspberry Pi, Xbox One, Windows 10, Windows 10 mobile, hololens.

Souvenir Shop kiosk

Ok.. Let's leverage the data we've captured on the visitor.



Thank you!

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Source: <https://goo.gl/B6ely9>