

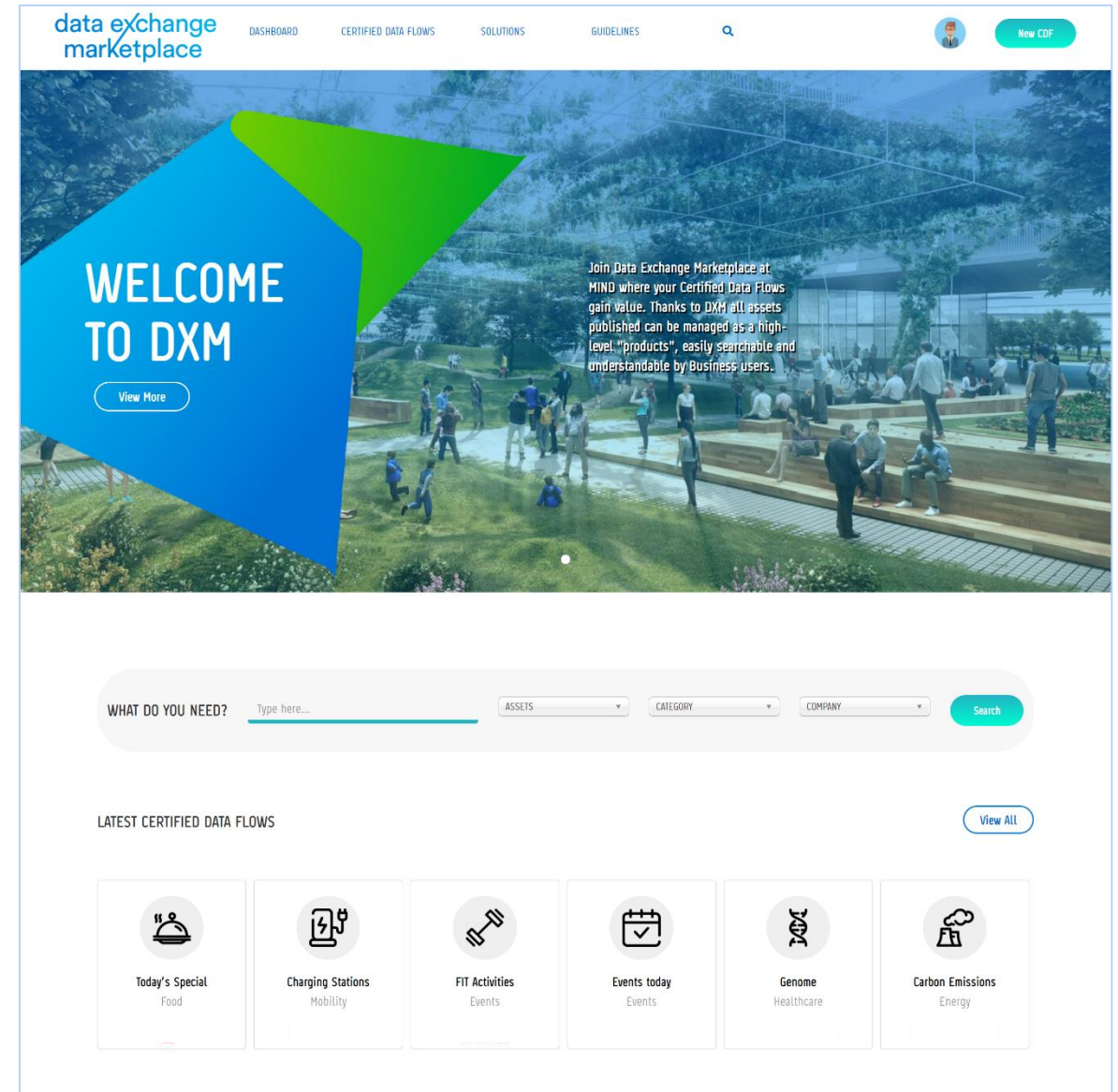
DXM - Data Exchange Marketplace



Data Exchange Marketplace at MIND

MIND is going to be a healthy, diverse and vibrant ecosystem of innovation with people at its core, a place where digital technologies enhance connections, the exchange of knowledge and improve people's life.

While MIND is the physical space where the innovation players can meet and innovate, the Data Exchange Marketplace (DXM) is the communication and collaboration digital space where players can share and satisfy their business needs in terms of high-quality data.



How innovation players can use the DXM: sharing Data Flows

Each innovation player can **unlock additional business value from its own digital assets**, sharing in a safe and regulated way its own candidate Data Flows within the DXM.



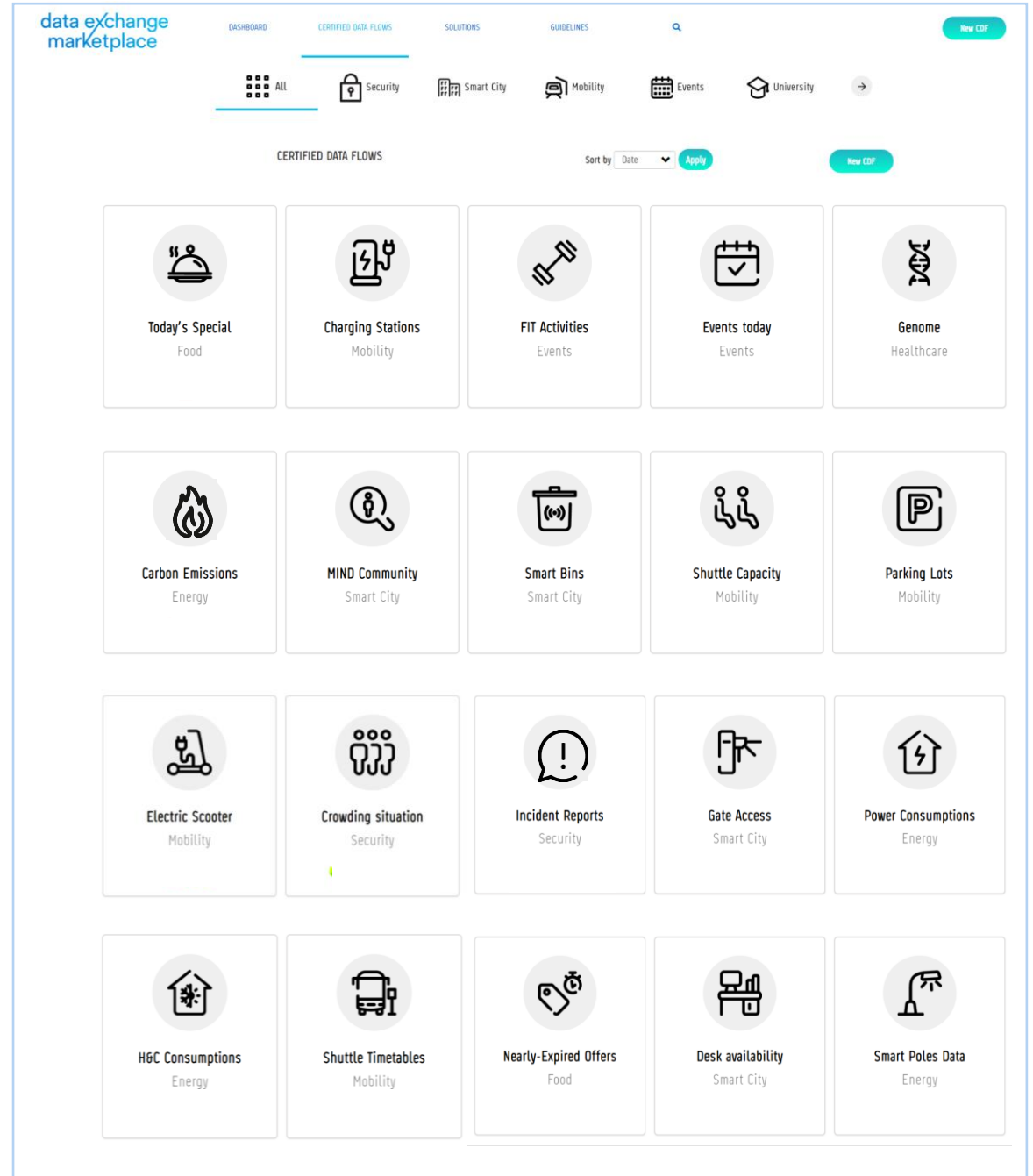
How innovation players can use the DXM: publication of Certified Data Flows

The candidate Data Flows are validated and then published as **Certified Data Flows (CDF)** within the DXM.



The CDF Catalogue

All the Certified Data Flows (CDF) are listed into a common catalogue so that **other innovation players can find and ask for CDFs, in order to create own innovative digital solutions.**

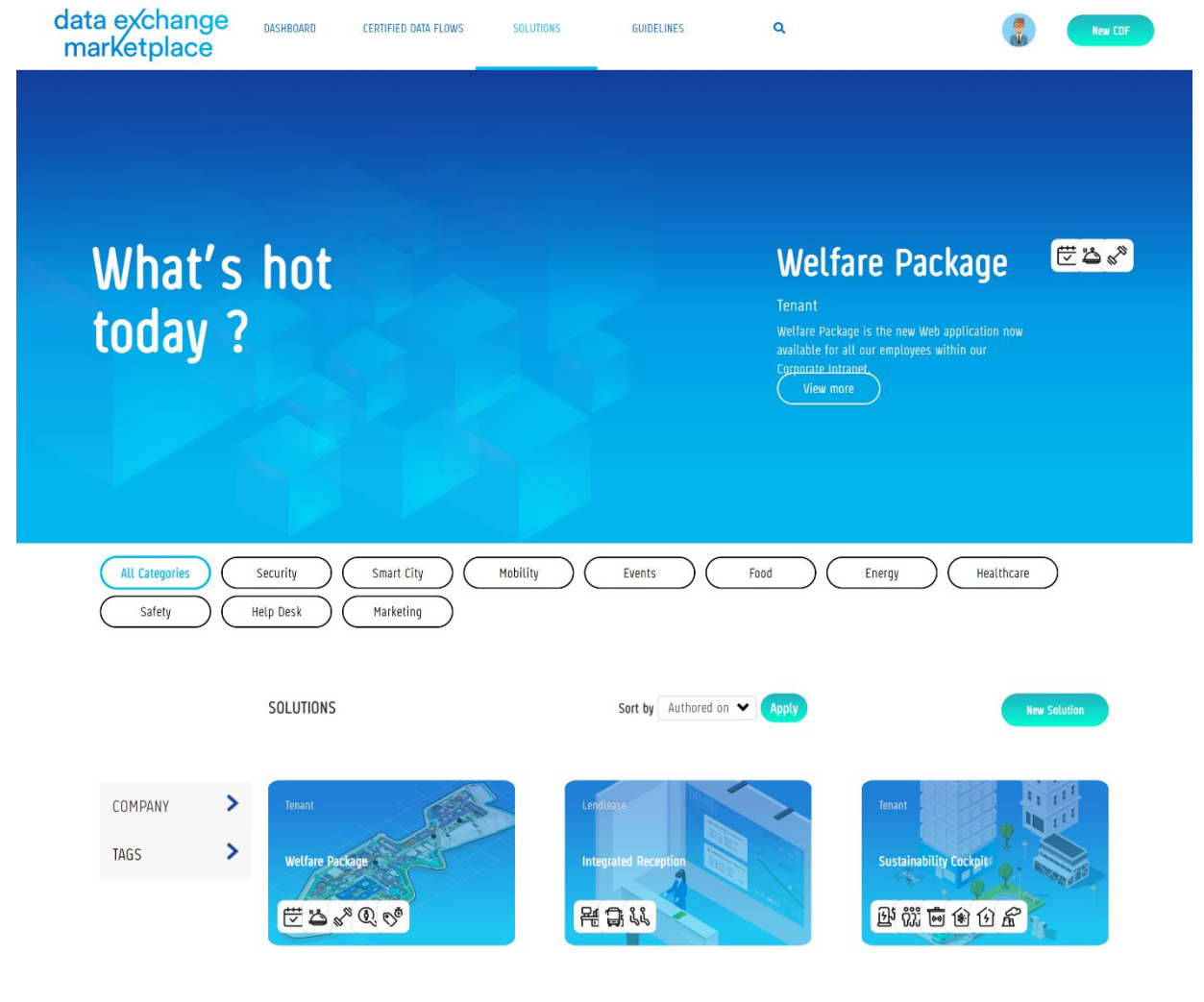


The Solutions enriched with CDFs

Within the DXM a showcase of innovative solutions enriched with CDFs is presented.

The DXM boosts innovation, allowing for the development of **unexpected scenarios** enabled by the exchange of high-quality digital assets.

In the following slides, a few examples of solutions enriched with CDFs are presented.



How innovation players can use the DXM: request of Certified Data Flows

Each innovation player can browse the CDF catalogue and ask for the CDFs of interest, in order to use them into its own **innovative solutions**.

In this way the DXM enables **business digital relationships** between the players who share CDFs and the players who ask for them.



Example of Solution enriched with CDFs: Events Holographic Experience

Description

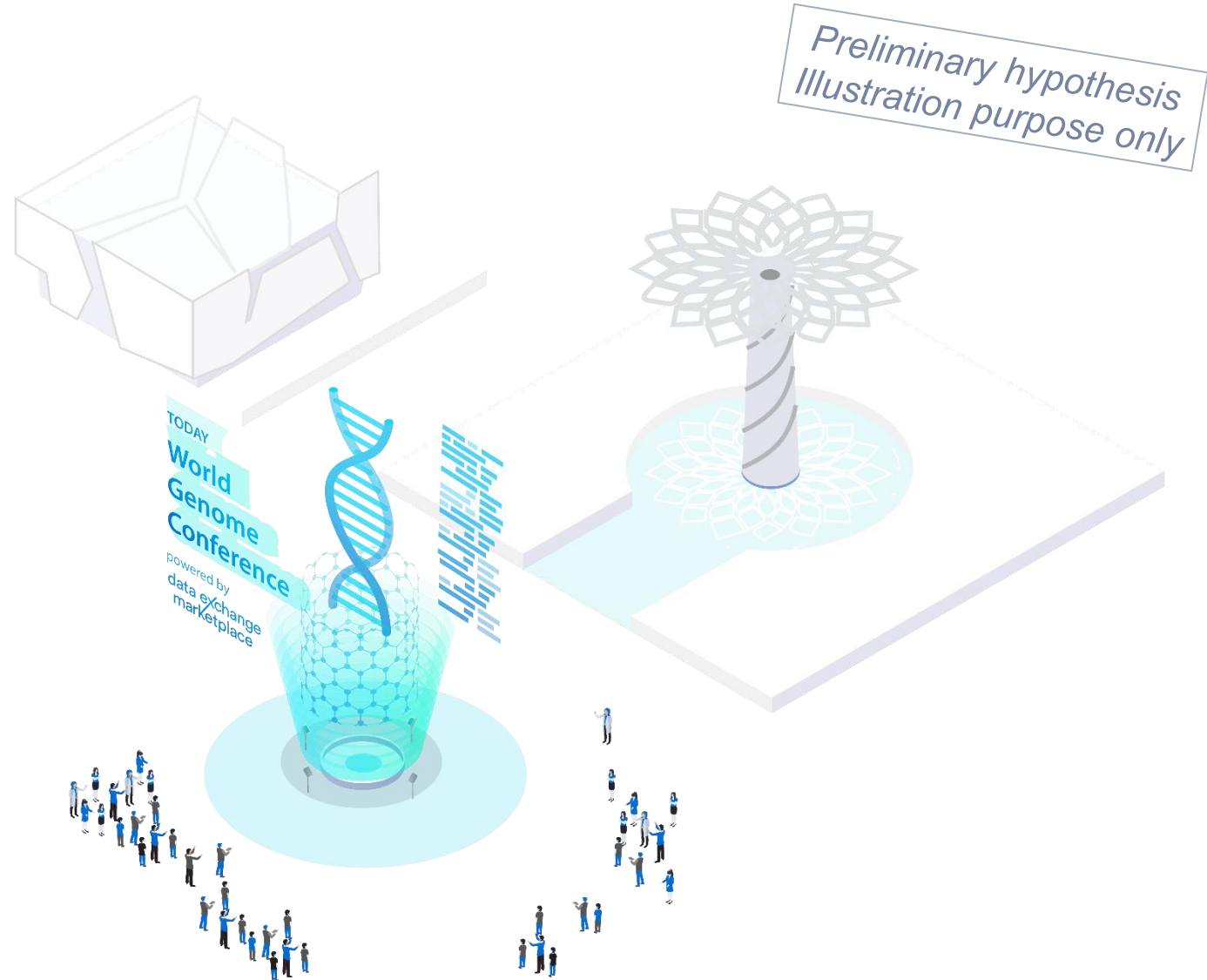
Exploiting holographic technology, a tenant has created an innovative solution for the visitors of the MIND district.

A real time application that shows the events scheduled for the day within the venue in a new and innovative way.

A showcase of what MIND can be: a community that fosters innovation.

CDF integrated

 Events today



Example of Solution enriched with CDFs: Integrated Reception

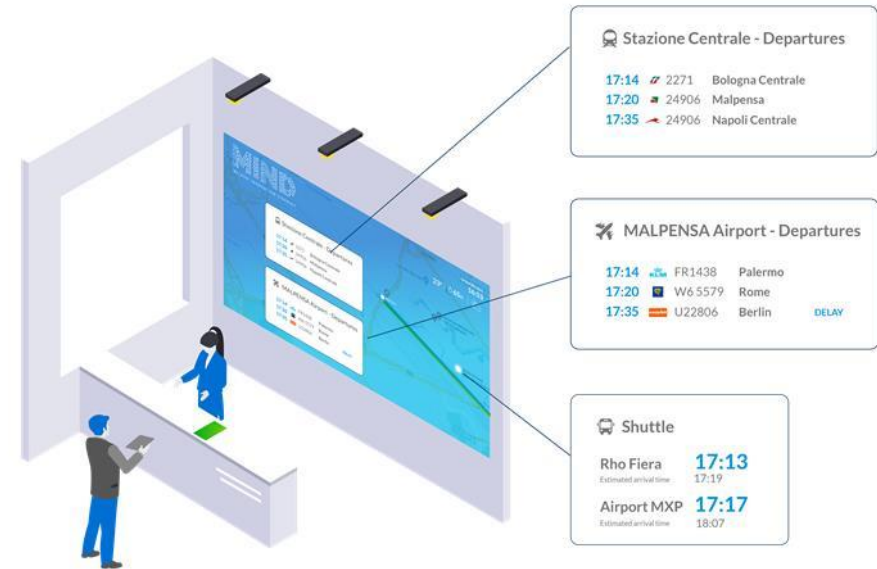
*Preliminary hypothesis
Illustration purpose only*

Description



Integrated Reception is a Web application available in the main lobby of MIND buildings.


This application shows useful information for the daily life within MIND, for both employees and visitors within the district. The data shown are related to the events scheduled, mobility information, availability of coworking spaces and much more.

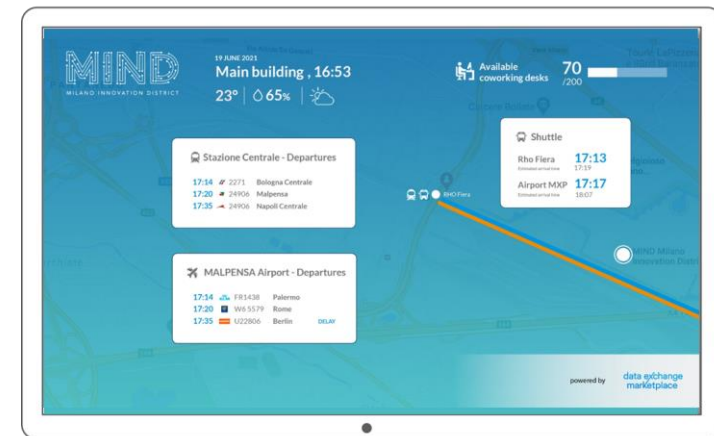
The integrated reception application really improves the everyday life in MIND offering real-time information about the District and its neighborhood.



CDF integrated

 Desk availability  Shuttle Timetables

 Shuttle Capacity



Example of Solution enriched with CDFs: Welfare Package

Preliminary hypothesis
Illustration purpose only

Description

Welfare Package is the Web application for employees within Corporate Intranet.

Thanks to Welfare Package App, the Intranet has been enriched with information on offers available within the district, mobility information, promotions from other members of the MIND community, events and a lot more. This application is useful for employees that can now easily find all the information on the daily opportunities offered within MIND.

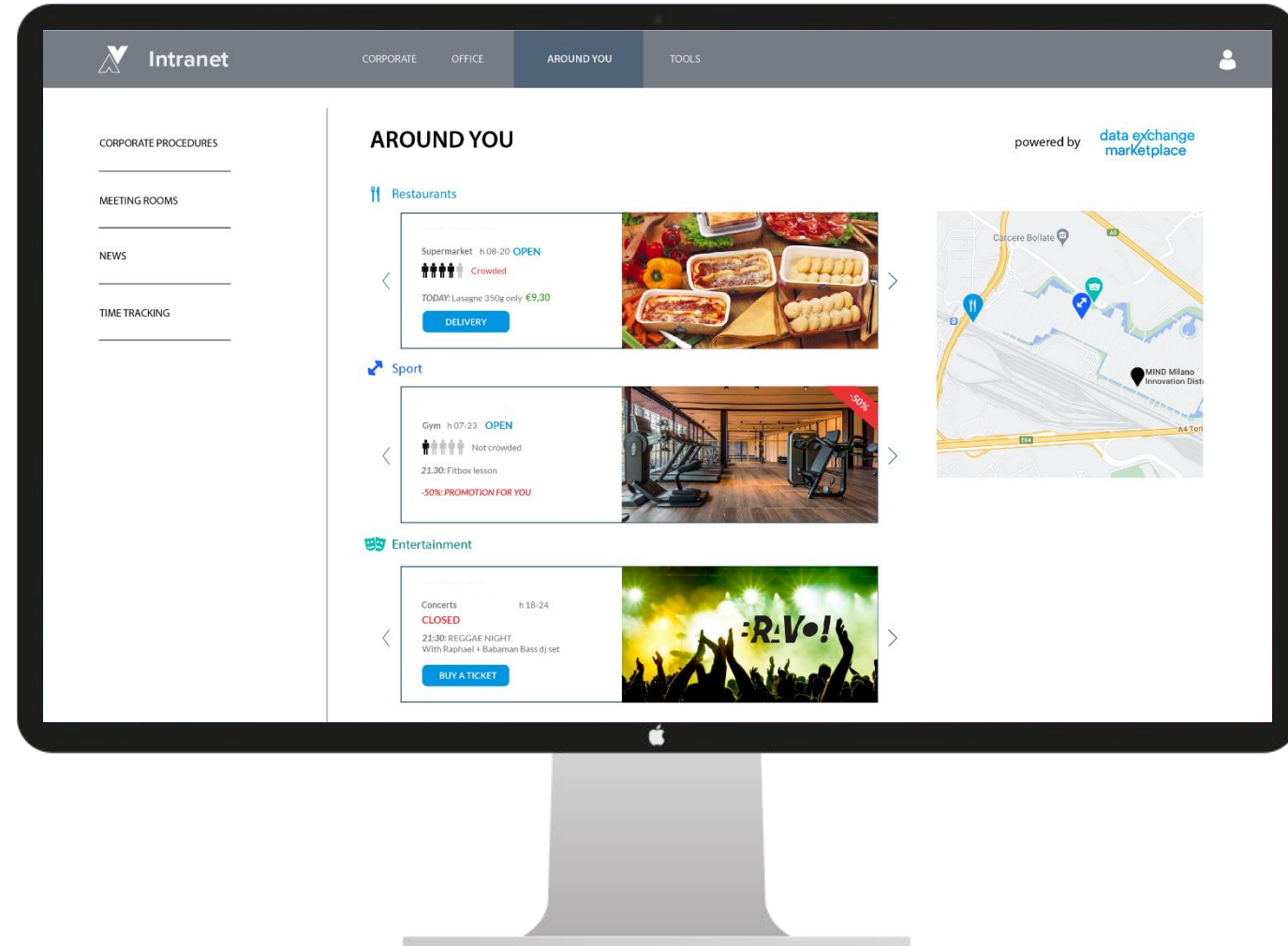
A new way to easily understand the benefits of joining such a community.

CDF integrated

📅 Events today 🍷 Today's Special

🏋️ FIT Activities 👤 MIND Community

🕒 Nearly-Expired Offers



Example of Solution enriched with CDFs: MIND-game

*Preliminary hypothesis
Illustration purpose only*

Description

The MIND-game is a mobile application for the people that live the District every day.




The app allows to play a game built on different challenges. The challenges can be achieved either individually or in groups, letting companies in MIND challenge each other.

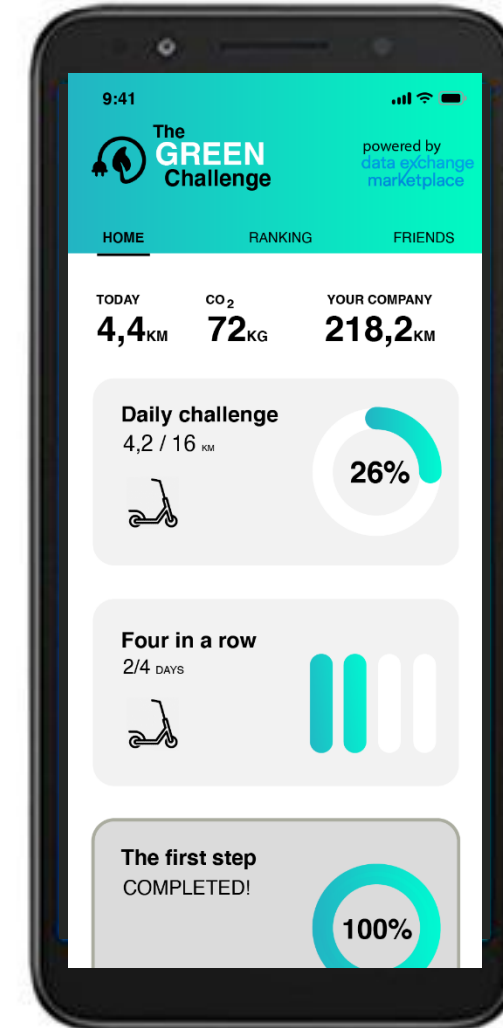
This application helps collecting data on how the people live and visit the site.

The topic of the challenges are mainly related to sustainability and green mobility.

Each week, the gamers will receive new challenges and will be able to control their position in the rankings, based on a score calculated on the previous week's challenges.

CDF integrated

-  Challenges & ranking
-  CO2 savings
-  Sustainable mobility



Example of Solution enriched with CDFs: AR MIND TOUR

*Preliminary hypothesis
Illustration purpose only*






Description

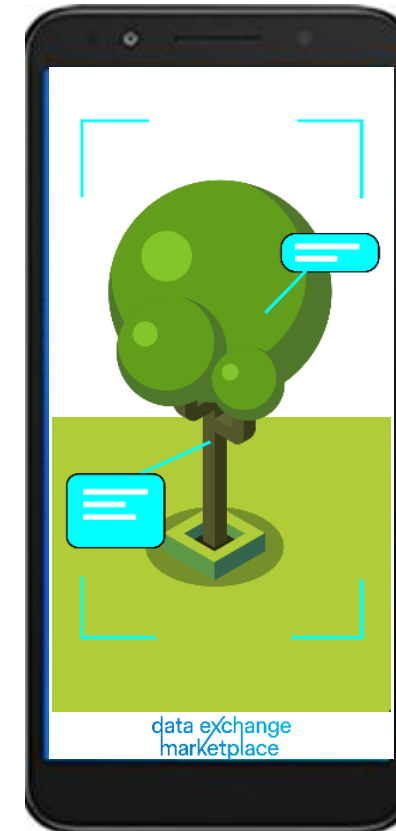
AR MIND Tour is an AR application built by MIND to give life to the data in the district.

The application includes all data related to MIND Value: green, sustainable mobility, wellness and smart work.

The application gives the visitors a new way to live the outdoor spaces in MIND and offers the possibility to create a custom AR tour based on the user preferences: for instance the biodiversity tour will display all the information on the flora, air quality, temperature,...

CDF integrated

-  Outdoor Desk
-  Tree Card
-  Events Today
-  Fit Locker
-  Smart Bench



Example of Solution enriched with CDFs: Sustainability Cockpit

*Preliminary hypothesis
Illustration purpose only*

Description

The Sustainability Cockpit is an integrated dashboard available for the sustainability managers.

The cockpit shows useful KPIs & alerts in order to better manage the headquarter in the MIND district. The information regards the energy consumption - both power and heating and cooling, the waste management system and safety & security info.

The dashboard is also completed with data about CO2 savings and green mobility.

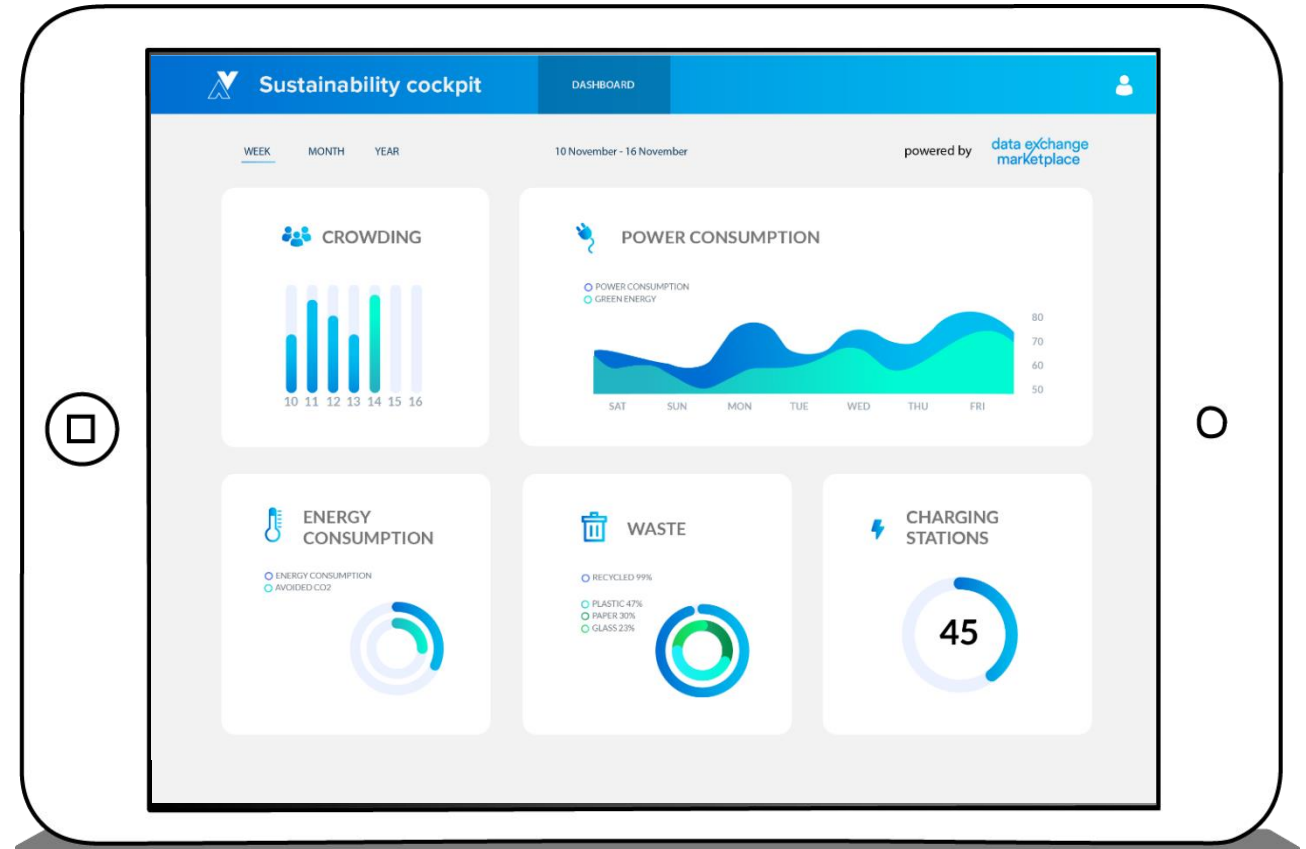
CDF integrated

🔌 Charging Stations 🧑 Crowding situation

🗑️ Smart Bins 🏠 H&C Consumptions

⚡ Power Consumptions

🔥 Carbon Emissions



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