

26th February 2019

## **SKYFII SIGNS CONTRACT WITH SAN FRANCISCO MUSEUM OF MODERN ART**

### **Highlights:**

- **Initial 12-month contract signed with San Francisco Museum of Modern Art**
- **First museum client within the United States**
- **Deployment of Skyfii's 'IO Platform' services 'IO Connect' (data collection) and 'IO Insight' (data analytics)**
- **SFMOMA is one of America's leading museums, hosting +1 million visitors annually**

**SYDNEY, AUSTRALIA, 26th February, 2019** - Skyfii Limited (ASX:SKF) (Skyfii or the Company) a data analytics and marketing services company, is pleased to announce that it has signed an initial 12-month contract with San Francisco Museum of Modern Art (SFMOMA).

The contract will provision the deployment of Skyfii's 'IO Platform' services, 'IO Connect' (data collection) and 'IO Insight' (data analytics).

SFMOMA is one of the pre-eminent museums in the United States, dedicated to making art a vital and meaningful part of public life, with over 170,000 square feet of art-filled public space. SFMOMA plays host to more than 1 million visitors annually, in what is the nation's largest museum of modern and contemporary art.

The partnership with SFMOMA follows a compelling and challenging trial period which saw the 'IO Platform' tested across the museum's vast and expansive gallery spaces. Importantly, the trial sought to understand whether the 'IO Platform' could support SFMOMA in their quest to better understand how visitors interact with the venue and gallery spaces.

Using the 'IO Insight' (data analytics) product, staff were able to depict and understand the travel paths, dwell time and visitation patterns of customers entering and exiting the venue. This has helped address and better develop an understanding of the experience visitors have within the museum, powering thinking around the installation of art works.

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Wayne Arthur, Chief Executive Officer; Skyfii, commented "It is with great pleasure that we welcome San Francisco Museum of Modern Art as a new client for Skyfii within the United States. The fruition of this partnership follows what was a close engagement with SFMOMA, working with their team and our technology partner Aruba, a Hewlett Packard Enterprise company, to ensure the successful implementation and delivery of both the Aruba analytics location engine and Skyfii's IO Platform."

### **Continued Success Internationally**

This contract with SFMOMA follows the announcement of a partnership with the National Museum of Australia (6th of July 2017), which represents Skyfii's first museum client within the American market. The Cultural Centre vertical continues to be a key focus vertical for Skyfii.

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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.

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

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

Skyfii also engages clients to provide further revenue generating services:

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- Data Consultancy Services (DS): Experts in delivering compelling and actionable research outcomes through the fusion of digital and behavioural data
- Marketing Services (MS): Delivering best in-class data-driven marketing practices, empowered through the fusion of digital and behavioural data

Learn more at [skyfii.com](http://skyfii.com).

## **Media**

John Rankin  
Chief Operating Officer  
Skyfii  
P: +61 2 8188 1188  
E: [john.rankin@skyfii.com](mailto:john.rankin@skyfii.com)  
W: [www.skyfii.com](http://www.skyfii.com)

## **Investors**

Glen Zurcher  
Account Director  
Investor Relations Department  
P: +61 420 249 299  
E: [glen.zurcher@irdepartment.com.au](mailto:glen.zurcher@irdepartment.com.au)