



YCL CYBER 2018
AMSTERDAM

problem

The aging population of the small village Mákmartalóc is lagging behind the digital world, not knowing for what and how to use broadband internet and digital devices.

Therefore, we would like to motivate the inhabitants to start developing their digital literacy.

insight

The older generation does not believe that the digital technologies can make their everyday lives easier until they **experience the benefits** of the internet and smart devices **on their own skin.**

solution

Let's help the residents of Mákmartalóc **truly experience the advantages and benefits of the internet and digital devices** by bringing the world closer to the little village and by connecting them to the younger generation for their assistance.

Smart pub & digital restaurant

Let's upgrade Mákmartalóc's Community Center with **smart devices**:

Smart ATM with online banking possibility

Online shopping device with automated pick up points

Digital vending machines

Tablets for booking and ordering drinks and food

Smart speaker to change music and mood-lights

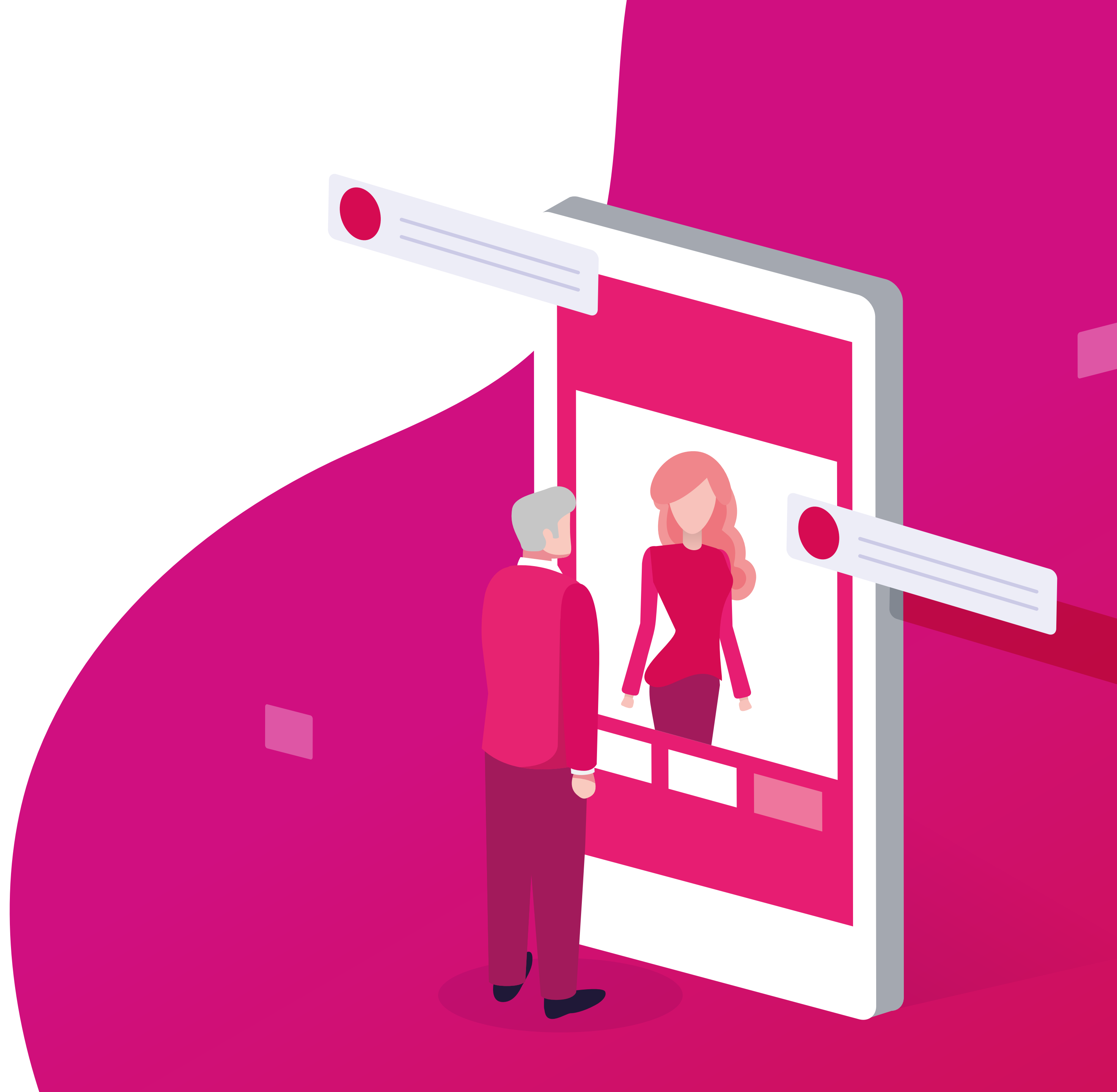
Smart TVs

Skype and Messenger terminal



SmartZone

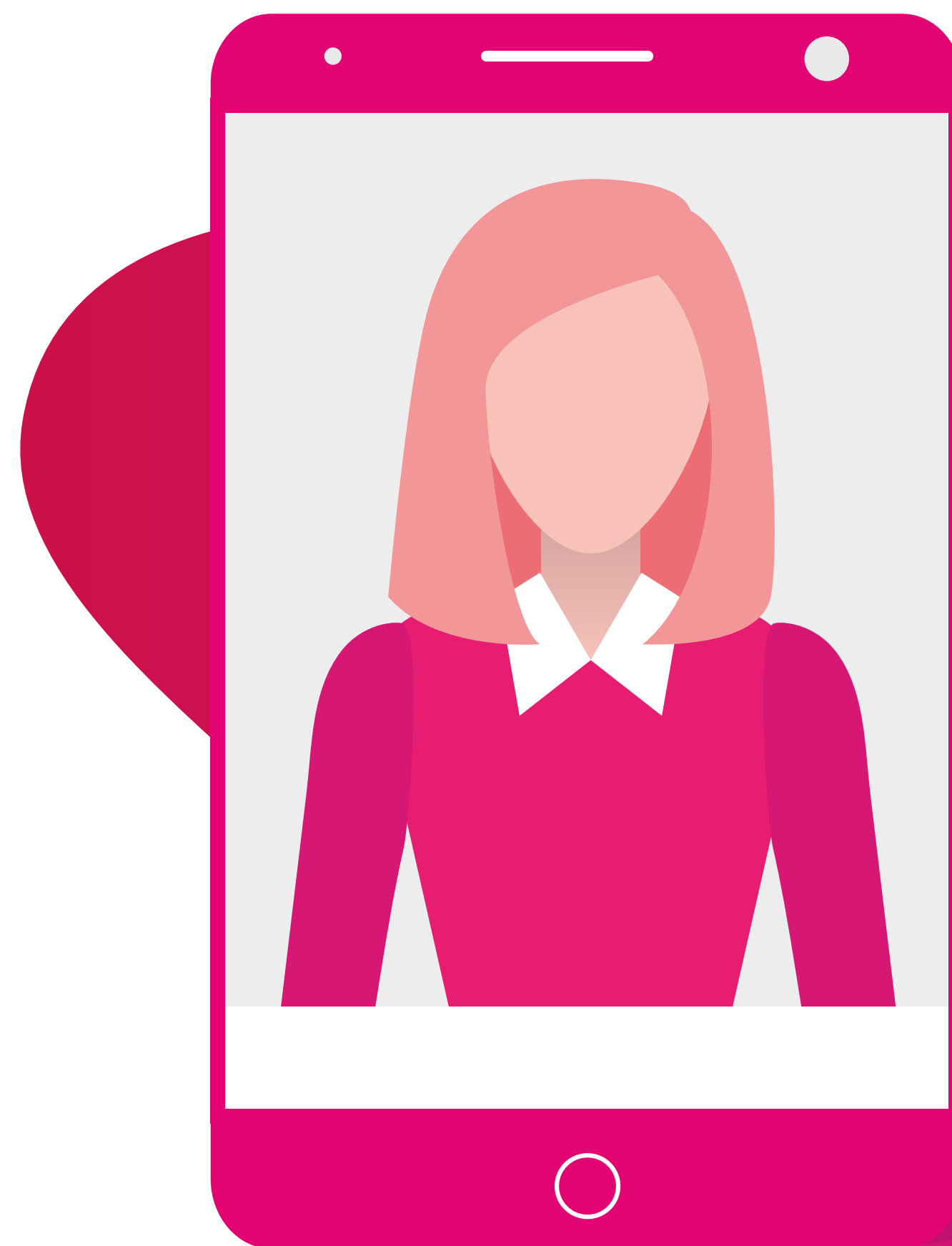
Two **digital displays** with live connection between Mákmartalóc and Budapest **for video calling**. The villagers can ask for help concerning digital topics and the passers-by on the other side can help them by answering.



SmartBud

A **platform that connects** the villagers or others who **need help in digital topics** randomly **with an available digital native volunteer from any part of the country**, via an app notification.

SmartBuddies can also chat regularly about any topic to keep in touch. Helpers get rewards for each video call in the form of free mobile data or other goods.



BE SMART!
THANKS!