iBeacon

EXPERIENCING THE WORLD

IN A BETTER WAY
WITH

Beacons ...
Once I was BLIND...
But now I can SEE.
What is Beacon?

• I work on Bluetooth Low Energy (BLE), do you?
• I know your location
• Motivation – GPS doesn’t work well indoors
• Calculates proximity, not location
**BLE**: what is it?

- Low energy wireless personal area network
- Not a Bluetooth!
- Transmits data over short distance

Sends small data packet  

Listens and helps calculating proximity
iBeacons

- There are Millions of Beacon devices in the world....
- PHONES – the concept behind iBeacons
- Apple’s technology standard for devices with BLE capabilities
- Cross platform
How it works?
Few more examples

• Identify passengers stuck in airport security
• Tracking your seat in stadium
• Provide smarter signage
• Events promotions – communicate info and point to complementary content
• Transportation – info about delays
• Home automation
Be the Beacon