

[Switch off WiFi and Bluetooth to prevent smartphone tracking](#)

The Star Online

An active Bluetooth module transmits a similar number to **Bluetooth beacons**. Both of these can be exploited by companies for what's known as "offline ...



[Jora Vision Designs App-Based Interactive Animal Enrichment Program for Serengeti-Park ...](#)

InPark Magazine (press release)

Finally everything has been integrated together with the special designed app (Von Affenfels, Germany), **bluetooth beacons** and all ground works on ...



[Why it works: Electronic Shelf Labels enable swift and profitable pricing, says Displaydata](#)

Retail Times

Giving customers more: using ESLs with **Bluetooth beacons**, retailers can send customers more personal and engaging offers to shoppers' ...

[Bosma Enterprises celebrates grand opening of new headquarters](#)

WISH-TV

... organizations in the U.S. to use the indoor navigation software BlindSquare, a mobile app that uses **Bluetooth-powered beacons** to help people who ...



[Global Bluetooth Beacon Devices Market to Grow at a CAGR of 222.8% During 2016-2020 - Blue ...](#)

Digital Journal

In mid-2015, Google and Microsoft also developed beacon technology standards: Eddystone and Microsoft 10. These different beacon technology ...



#### [5 Insane Statistics You Didn't Know About Location Data](#)

Inc.com

... biggest frustrations of traveling, Samsonite teamed up with In The Pocket to introduce Track&Go, a suitcase with a **Bluetooth beacon** located inside.



#### [Countdown Clocks Have Come To The E And G Because Your Every Second Is Very Precious](#)

Gothamist

Unlike previous countdown clocks, these and the clocks on the C, E and G lines work by having two **Bluetooth beacons** on the trains themselves ...



#### [Sony launches smart office geolocation service in Europe](#)

Telecompaper (subscription)

Nimway is based on Sony's indoor positioning technology powered by **Bluetooth beacons** and uses mobile applications for Android and iPhone in ...



#### [IFA 2017: Sony unveils new innovations including latest audio products, TV and others](#)

Gizbot

Each of these three 1000X series models features industry-leading noise-cancellation levels for **Bluetooth** headphones. They also come equipped ...



#### [SMBs beware! This is how automated software updates spread malware](#)

www.computing.co.uk

It can also turn your computers into **Bluetooth beacons** that will try and download contact information from anyone nearby with a Bluetooth-enabled ...



### [The blessing and curse of proximity marketing](#)

Marketing Dive

Whether you are a fashion retailer or a chain drugstore, **proximity marketing** should be on your radar. **Proximity marketing** is a sophisticated way to ...



### [Global Bluetooth Beacon Devices Market to Grow at a CAGR of 222.8% During 2016-2020 - Blue ...](#)

Digital Journal

Apple launched its beacon technology under the brand name **iBeacon** in October 2013. In mid-2015, Google and Microsoft also developed beacon ...



### [5 Insane Statistics You Didn't Know About Location Data](#)

Inc.com

While **iBeacon** is supported by nearly 9 out of 10 PSPs, Google's Eddystone standard is not out of the race yet, as it is currently supported by 56% of ...



### [Should the iBeacon data Bytes add up to 31?](#)

Mbed

Blackstone Engineering / Understanding the different types of BLE Beacons · alt beacon, AltBeacon, beacon, BLE, **iBeacon**, URI Beacon, URIBeacon.

