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- <u>Smart **Beacon** Market by **Beacon** Standard (iBeacon, Eddystone), Connectivity Type, Offering ...</u>

MilTech

... to grow at a significant CAGR during the forecast period as it provides an extended feature to iBeacon and sends 4 packets as a part of **Bluetooth** connectivity signal. Google launched Eddy stone as an open protocol in 2015, and since then, it is being adopted considerably in the smart **beacon** market.

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- <u>Smart **Beacon** Market Worth 19805.5 Million USD by 2023</u>

PR Newswire (press release)

Eddystone provides an extended feature to iBeacon and sends 4 packets as a part of **Bluetooth** connectivity signal. Google launched Eddystone, an open protocol, in 2015, and since then, it is being adopted considerably in the smart **beacon** market. It is specifically developed for Android users; however, ...

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- <u>Latest industry news</u>

QuickBite Magazine (press release)

The Crussh App, offers loyalty schemes across juice, smoothies and coffee, and allows customers to pre-order and pay for collection using their phone. Crussh will utilise the platform's push notification function to send exclusive food perks to customers such as discounts for different stores.

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- <u>**Bluetooth** Smart, Ready Market Projected To Grow To $39 Billion</u>

MediaPost Communications

The **Bluetooth** Smart technology is the main standard for fitness trackers, smartwatches and medical devices made by companies such as Sony, Samsung and Nike. The wide adoption of **Bluetooth** technology has also opened new growth avenue for **beacons**, which are in many retail outlets facilitating ...

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- <u>Royal Caribbean's big bet on new tech</u>

Yahoo Finance

For the last few years, Royal Caribbean (RCL) has been on an almost maniacal push to turn its cruise ships into technology showpieces. Most of the developments are one-off technologies, massively expensive and time-consuming to develop and debug: robot bartenders, battery-powered bumper cars, ...

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- ## Raspberry pi 3 **bluetooth beacon**

  sokolbedrichov.cz

  We're going to see what is necessary to scan for BLE iBeacons using a Raspberry Pi with Raspbian Dec 16, 2014 As a proof of concept we decided to roll our own **beacon** scanner with a Raspberry pi and node. Raspberry Pi 3 : http://goo. 0 USB dongle. **Bluetooth** LE incorporates a protocol for **beacon** ...

## Google Nearby December 15, 2017

NEWS

- ## **Google** travel searches now offer pricing alerts

  Travel Weekly

  **Google** Flights users can now get tips on when flights are cheaper than normal thanks to a feature added this week. **Google** also added features ... Tips will also indicate if a destination is busier than usual because of factors like holidays, a large business conference in the area or a **nearby** music festival.

- ## 5 fun things you can try out with your **Google** Assistant

  Techook.com

  **Google** just yesterday announced its voice search interface coming to older Android devices. Android fragmentation has so long been worsening the experience in Android devices. Apple's software platform is arguably better than **Google** when it comes to software update rollout to older devices.

  **Google** Maps Go sighted on the Play Store, seems ready for Android Go - Android Community

  Full Coverage

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- ## Here is what India searched for in 2017

  PCMag India

  In a country where street signs are routinely scraped or heavy construction on the roads brings traffic to standstill, **Google** Maps has become an invaluable navigation tool. It's also a handy guide, telling you what is **nearby** so that you are always at ease and can plan your life on a whim. The number one ...

- ## **Google** Maps Go Lands On **Google** Play

  ExpressNewsline

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The app according to **Google** has been created to work on devices with 512 MB or 1 GB RAM (yes, they do exist). Files Go, on the other hand, is another new app that helps free up space, find files faster and share files offline with people **nearby**. It's not if **Google** plans a full roll out of **Google** Map Go ...

**Google** Maps Go is now a go for Android Go - 10,000 Couples

**Google** Assistant is now available on Android tablets and even more phones - The Verge

Full Coverage

- Silicon Valley might get some relief from high housing prices — **Google** will build nearly 10000 ...

  Business Insider

  **Google** received approval early Wednesday to build nearly 10,000 new units of housing **near** its future campus in Mountain View, California. The decision marks a major victory for housing advocates. The company had earlier threatened to block building of the housing unless it was able to add more ...

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- **Google** is Opening a China-based Research Lab on Artificial Intelligence

  StartupWorld

  Li, in the past the chief of Stanford University's Artificial Intelligence Lab, was a prominent landing when she joined **Google** one year back. She will lead the China-based group **nearby** Jia Li, who was procured from Snap where she had been head of research in the meantime as Li. The China lab has ...

- Community Watch App

  Officer.com (press release) (blog)

  The Community Watch app is available to download from the Apple Store and **Google** Play and allows you to take a photo or video of any criminal activity and have it uploaded to the app. This allows users to notify and alert your neighbors as to what is going on in their neighborhood. It only takes five ...

- 12-Year-Old Killed in Crash in California; Father Detained

  The Epoch Times

  The Santa Fe Springs, California, crash took place at 6 p.m. on Monday **near** Slauson and Dice roads. (**Google**Street View). Lawson said the unnamed father was charged with vehicular manslaughter, child endangerment, and DUI. Investigators said that the driver of the other car, a Ford Flex, was not at ...

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- Cortana can read your **Google** Calendar now

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GkMen

... has several other connected services like Knowmail, LinkedIn, and Outlook. In other words, Cortana can provide all kinds of practical and in-context information, such as weather forecasts, travel information and directions, movie times, **nearby** restaurants, etc. To set up Gmail and **Google** calendar.

- Body of **Google** Engineer Found in San Francisco Bay

  Newser

  (Newser) – A 23-year-old **Google** engineer was found dead in the San Francisco Bay last week—and police are trying to determine whether foul play was involved. The naked body of Chuchu Ma, who joined **Google** early last year, was found in water **near** the San Francisco Bay Trail in Sunnyvale, Calif.

- Body of **Google** Engineer Found in San Francisco Bay

  KABC

  A 23-year-old **Google** engineer was found dead in the San Francisco Bay last week-and police are trying to determine whether foul play was involved. The naked body of Chuchu Ma, who joined **Google** early last year, was found in water **near** the San Francisco Bay Trail in Sunnyvale, Calif. on Thursday, ...

- Got a **Google** Pixel? Get the best out of its 'smart AI' features

  Deccan Chronicle

  This feature is powered by machine learning, and it can recognise addresses, phone numbers, email addresses and more. Another useful feature in Oreo 8.1 for Pixel users: Wi-Fi speed labels show you how fast **nearby**networks are. **Google** still has a lot of features in store for the Pixel 2 as well as the ...

- **Google** brings a host of new features on Pixel 2

  Web India 123

  This feature is powered by **Google** machine learning, and it can recognise addresses, phone numbers, email addresses and more. Another useful feature in Oreo 8.1 for Pixel users: Wi-Fi speed labels show how fast **nearby**networks are. **Google** is expected to rollout more such features in the coming ...

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- **Google** releases Maps Go, ARCore and AR Stickers Android apps on the Play Store

  TheAndroidSoul (blog)

  Though that's not the only new app **Google** has made available on the Play Store today: You also have ARCore and AR Stickers apps available. ... and discover new places based on ratings, reviews and photos, while you can also search and find for local restaurants, businesses and **nearby** places.

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- **Microsoft Garage releases Outings travel discovery app**

  Ghacks Technology News

  Microsoft Garage released Outings a new travel discovery application for **Google** Android and Apple iOS devices recently. Outings: Discover Beautiful Places ... The app's frontpage displays the three entry points discover, **nearby**, and browse that you may switch between. Discover lists sights based on ...

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- **Android 8.1 Oreo rolls out for Pixel phones; brings WiFi Labels and activates Pixel Visual Core**

  BGR India

  The update being tested via Android beta program for sometime now brings general bug fixes, and performance enhancements. The update also brings a new feature that will show Pixel users the expected speed of **nearby**public Wi-Fi networks. **Google** notes that the feature called WiFi Speed labels ...

- **Apple Plans to Acquire Shazam for $400 Million**

  One EDM

  **Google** recently incorporated similar technology into its high-end Pixel 2 smartphone. **Google's** version of the technology constantly monitors **nearby** music, displaying each song title on the phone's screen. This has led Apple to realize that it needs to offer a similar function in the iPhone to appear ...

- **Google makes major product announcement**

  BABW News

  The calling feature allows outgoing calls to most phone numbers in the United States and Canada, but does not support calls to 911 or premium rate numbers. **Google** Home Mini requires a Wi-Fi network, a **nearby** electrical outlet and a compatible mobile device. Controlling certain devices and features ...

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  **Google** Maps: Squeamish? Look away from this SHOCKING missing leg footage

  Express.co.uk

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**Google** Maps missing leg: Is it really all it seems? Users have been left scratching their heads over the strange and gory footage, and how calm the man seems. One user wrote: "I tried to get a satellite image of the Black Sea and instead found this guy in some hills **nearby**, smiling at me with his leg ...

- ### **Google** Home Mini update will re-enable touch control feature

  PhoneDog

  While you can use your voice to do things by saying "Ok **Google**", it's also nice to have the option of just touching the side of the **Google** Home Mini to control it if you're **nearby**. When **Google** announced that it was disabling the touch feature a couple of months ago, it never said anything about ...

- ### Apple is buying Shazam for $400 million

  Business Insider

  The deal could allow Apple to integrate a popular consumer feature directly into its iPhones at a time when Apple's innovation crown is under threat from **Google** and Samsung. The Shazam app allows users to identify the music that's playing **nearby**, such as a song in a restaurant or cafe. The app ...

**ibeacon**December 14, 2017

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- ### Global Smart Beacon Market 2017 – Recent Study Including Growth Factors, Applications ...

  Newsient (blog)

  Global Smart Beacon (Thousands Units) and Revenue (Million USD) Market Split by Product Type such as By Beacon Standard , **iBeacon** , Eddystone . Furthermore, the research study is segmented by Application such as ,, & Other with historical and projected market share and compounded annual ...

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- ### Smart Beacon Market by Beacon Standard (**iBeacon**, Eddystone), Connectivity Type, Offering ...

  MilTech

  "The overall smart beacon market is expected to grow at a CAGR of 56.2% between 2017 and 2023." The smart beacon market is expected to be valued at USD 1,363.6million in 2017 and is likely to reach USD 19,805.5million by 2023, at a CAGR of 56.2% between 2017 and 2023.The growing need for ...

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- ### Smart Beacon Market Worth 19805.5 Million USD by 2023

According to the new research report on the "Smart Beacon Market by Beacon Standard (**iBeacon**, Eddystone), Connectivity Type, Offering (Hardware, Software, Service), End Use (Retail, Transportation and Logistics, Public Gathering and Spaces), and Geography - Global Forecast to 2023", published ...

WEB

- ## Smart Beacon Market

MarketsandMarkets

[124 Pages Report] Smart Beacon Market research report categorizes global market by by Beacon Standard (**iBeacon**, Eddystone), Connectivity Type, Offering (Hardware, Software, Service), End Use (Retail, Transportation and Logistics, Public Gathering and Spaces), and Geography.

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- ## It's 'Holywell Go' as location-based app goes active

LeaderLive

A Flintshire town celebrated its place on the digital map as a new interactive app was officially launched. Holywell Town Council received funding from rural development agency, Cadwyn Clwyd, to launch the '**iBeacon**' trail which springboarded into use on Thursday, December 9 at the Victoria Hotel, ...

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- ## **iBeacon** App Development Solutions

eduClipper

**iBeacon** App Development Solutions. We are a leader in **iBeacon** Application development in India &amp; USA Get in touch to hire expert **iBeacon** app developers.

## proximity marketing December 14, 2017

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- ## Top 5 retail predictions for 2018: breaking down barriers between digital and physical

Netimperative

AR and VR, mobile scanning and payments, greater adoption of clicks-to-bricks, and **proximity marketing** are just a selection of the tools we can expect retailers to trial. Retailers also need to better leverage in-store data to personalise digital experiences after purchase. This will enhance personalisation ...

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- ## Metrics Of Success: What Are We Measuring And What Should We Be Measuring?

  Forbes

  If you look at any location or proximity case study, there are a few metrics that they usually point to first: the percentage of people who engaged with the ... **Proximity marketing** requires measuring not only how many people choose to go into a store after being served an ad targeted to their location but ...

- ## Real estate firm searches for Greater Cincinnati's most unique homes

  Cincinnati Business Courier

  "We came up with the idea since the housing market is brisk and unique homes are not as much of a challenge to sell as they once were and we wanted the general public to know about these unique homes that exist in their **proximity**," **marketing** administrative assistant Susan Lenhardt told me. The firm ...

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  NEWS

- ## Global Bluetooth Low Energy Market 2017- Qualcomm , Intel, Nordic Semiconductors, Bluegiga ...

  DailyHover

  This report divides the Bluetooth Low Energy market based on the key players, Type (Modules, Chipsets ), Application (Automotive, Asset Tracking & **Proximity Marketing**, Consumer Electronics, Industrial Automation ) and Regions. High Use of Bluetooth Low Energy in Electronics Industry Driving the ...

- ## First Derivatives acquires Spanish based Telconomics

  Independent.ie

  ... First Derivatives it is intended that INTEF will be subsumed into the Kx Telco Solutions suite, incorporating the kdb+ in-memory database, which enables real-time data ingestion and provides time series capabilities for operations support, fraud detection, clickstream analysis and **proximity marketing**.

  FD announces a strategic acquisition to expand it's Telco product offering - Bobsguide (press release)

  Full Coverage