Bluetooth Beacons

- **Small Tamper-evident Beacon Aims to Prevent Product Theft and Fraud**

  RFID Journal

  Bluvision, HID Global's beacon-based Internet of Things (IoT) division, provides real-time location system (RTLS) solutions using Bluetooth Low Energy (BLE) technology. The new product, released this month, is the first of its kind: a **Bluetooth beacon** that is tamper-proof, says John Sailer, the company's ...

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  NEWS

- **The global Bluetooth Beacons Market is Expected to Grow with a CAGR of 96% Over the Period of ...**

  PR Newswire (press release)

  The report on **Bluetooth Beacons** market is a comprehensive study and presentation of drivers, restraints, opportunities, demand factors, market size, forecasts, and trends in The global **Bluetooth Beacons** market over the period of 2015 to 2023. Moreover, the report is collective presentation of primary ...

- **AmericasMart upgrades infrastructure with Aruba beacon tech**

  TechTarget

  AmericasMart, one of the largest market and convention centers in the United States, has beefed up its infrastructure with Aruba **beacon** Wi-Fi ... finding exhibitors -- a problem that AmericasMart sought to remedy through wayfinding software enabled by the Aruba Wi-Fi **Bluetooth** Low Energy **beacons**.

- **Bosma Enterprises may resell assistive technology**

  TechTarget

  The indoor navigation system uses 2-inch by 2-inch plastic **Bluetooth beacons**, placed throughout the headquarters building, to communicate location information to employees' iPhones. The iPhones' VoiceOver feature tells employees where they are in the building and guides them to offices, restrooms ...

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  WEB

- **Railway Trains & Bluetooth Beacons**

  Acast

  #60 – French railroad giant, SNCF, have developed their own **Bluetooth beacon** and deployed over 100,000 already with plans to roll out millions ...

Proximity Marketing News

- **Reading Bluetooth beacon data with Mesh SDK?**

    Nordic Developer Zone - Nordic Semiconductor

    I want to read data, advertised by a **bluetooth beacon**. I have made this work before with SDK v14 using NRF_SDH_BLE_OBSERVER() to register a ...

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    NEWS

- **Global Beacon Market is projected to grow at a CAGR of 89.76% by 2025**

    MilTech

    A **Beacon** is a small **Bluetooth** radio transmitter that sends **Bluetooth** Low Energy signals to smartphones and tablets. Once emitted, these signals reach the phones in the vicinity of the **Beacon** device and interact with the mobile applications installed on those phones. Also, increasing acceptance of ...

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    NEWS

- **Indoor navigation system transforms working conditions for the blind**

    TechTarget

    An assistive technology program at Bosma Enterprises now includes an indoor navigation system that uses **Bluetooth beacons** and iOS' native VoiceOver feature.

- **A public transport model built on open data**

    Deutsche Welle

    UrbanThings is launching a new service called Ticketless, which uses **Bluetooth beacons**, rather than barcodes or near-field communication technology for mobile ticketing. The beacons will track when people get on and off buses, as well as make the sale of tickets feel seamless. "You'll be able to quite ...

 Global Beacon Market is projected to grow at a CAGR of 89.76% by 2025

MilTech

The global beacon market is segmented into **iBeacon**, Eddystone, AltBeacon, and GeoBeacon among others. **iBeacon** segment is projected to account for a significant market share over the forecast period due to its applications in various industry verticals such as museums, retail and travel industries.

Proximity Marketing

- **Technology and the Retail Experience**

Proximity Marketing News

BOSS Magazine

Proximity marketing technologies aren't exactly new, but the way retailers are employing them are. With a generation of millennial shoppers affixed to their smartphones, and a generation of digital natives about to flex their purchasing power, proximity technologies give retailers an opportunity to capture ...

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NEWS

- **Global Beacon Market Worth $ 45.59 Billion by 2025 | CAGR: 89.76%**

  Markets Insider

  Evolving IoT infrastructure and increasing investments in proximity solutions are expected to increase demand for beacons over the coming years. The retail sector is ... Some of the major retailers such as Target, Macy's, and Urban Outfitters, Inc. have adopted beacon technology for **proximity marketing**.

- **Global Capacitive Proximity Switches Market 2017 Hamilton Electronics, DiWi Enterprise and ...**

  DailyHover

  This report provides the forecast Capacitive **Proximity** Switches market ... sales and Capacitive **Proximity** Switches **marketing** departments and other ...

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NEWS

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  Global Beacon Market Worth $ 45.59 Billion by 2025 | CAGR: 89.76%

  SYS-CON Media (press release)

  Evolving IoT infrastructure and increasing investments in **proximity** solutions are expected to increase demand for beacons over the coming years.

- **Bluetooth Low Energy Market Dynamics and Outlook 2017 to 2022**

  The Donohue Report

  On the basis of application the global Bluetooth Low Energy market is segmented into Automotive, Asset Tracking & **Proximity Marketing**, Consumer Electronics, Industrial Automation. For comprehensive understanding of market dynamics, the global Bluetooth Low Energy market is analyzed across key ...

Proximity Marketing News

- **SavvyCard, MetLife, other growing companies hiring in Tampa Bay Area**

  83degreesmedia

  Verify Smart has made a "substantial" investment in SavvyCard and intends to use it as a "landing platform" for its "proximity solutions," says Lou Pingitore, Verify Smart Corp.'s CEO. "We're very excited about the partnership," Pingitore says. "What we want to do is really provide **proximity marketing** ...

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- **Silvercrest Asset Management Group Has Lowered By $546816 Its Merck & Co New Com (MRK ...**

  HuronReport

  iSIGN Media Solutions Inc. is a software-as-a-service (SaaS) company. The company has market cap of $7.77 million. The Firm is engaged in providing location interactive proximity advertising. It currently has negative earnings. The Firm licenses its **proximity marketing** solutions that deliver permission ...