

Google Nearby December 8, 2017

- [Google Maps contextual departure times for transit notifications roll out to more users](#)

Android Police

Bear with us here. We recently started receiving reports of a "new" notification from **Google Maps** that shows contextual departure times for public transport when you're **near** a station. Our own Ryne, who often uses public transport, also started seeing them a few days ago. However, upon asking some ...

- [Where to Eat, the new app to guide about local foods and restaurants launches on Google Play](#)

Digital Journal

Where to Eat is the newly launched app on **Google Play** that provides instant information about the local restaurants and foods **near** the user's location. You will no longer be confused or indecisive about where to eat next with this newly launched app that lists the most popular restaurants, based on the ...

- [Google Datally app: Now, keep tabs on your mobile data](#)

Livemint

Google recently came out with a new app, Datally, that lets you keep a tab on, and control, other apps that are wasting mobile data in your device. Datally was released globally for all phones running Android 5.0 (Lollipop) and higher on 30 November. To use Datally, you will have to give the app usage ...

Apps: [Google launches Files Go to optimize android storage](#) - National Accord

[Full Coverage](#)

- [Google Maps goes local with five-minute story](#)

afaqs

While the '**Google App - Nearby Answers Made Easy**' campaign has actors like Saur seni Maitra and Chandan Roy Sanyal (playing the characters of Vineeta and Suparv respectively) as faces to represent the brand, there is no brand ambassador for the #LookBeforeYouLeave campaign. So we asked ...

bluetooth beacons December 7, 2017

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NEWS

- [Do You Have a Chart Comparing Active RFID \(433 MHz\) and BLE?](#)

RFID Journal (blog)

Active 433 MHz systems triangulate on the tag and tell you it's location to within about 3 meters (9.8 feet). **Bluetooth beacons** generally communicate with a receiver and tell you the beacon is in a general location. However, there are ways to get more precise coordinates of a beacon, if that is required.

2 days ago

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- [Leveraging iBeacon Technology For Event Management](#)

BCW

Beacons have been successful in captivating the interest of the tech industry ever since it was introduced by Apple in the year 2013. iBeacons uses **Bluetooth** technology to send out signals where it employs a new generic technology known as the "indoor proximity system" enabling smartphones to ...

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[Real Estate **Beacon**-Powered Marketing Solution Launches -- **Beacon**Broadcasting Network, LLC](#)
MENAFN.COM

(MENAFN Editorial) Agents, Brokers and Teams Use **Bluetooth Beacons** to Increase Sales and Visibility OH+ App View OH+ Dashboard OH+ dashboard MARLBOROUGH, Mass. - Dec. 4, 2017 - -- The (BBN), a premier full-service beacon marketing provider, announces the launch of OH+ (Open House ...

- [CoWork Oasis spurs innovation for tech startups in El Paso](#)

The Prospector

Parabeac uses IoT (the Internet of Things) and **beacons** to function. Phones and tablets can be connected to the service of a restaurant and buy the signals the **beacons** send out, which are essentially **Bluetooth**. The **beacons** at the restaurant use a language to talk to the customer's phones.

- [Centimeter-level positioning will drive the next generation of location-based apps](#)

Embedded Computing Design

Beacons using **Bluetooth** connectivity have been useful for establishing a baseline for indoor location, but the latency limitations make it a poor option ...

- [Blumenthal & Markey Demand Google Answer Questions About Covert Collection of User Location](#)

...

MilTech

Utah SEO Ninja LLC

Are these Wi-Fi access points stored in a Google database and are they used for identifying a users' specific location? 6) Are there other network signals you are collecting, such as **Bluetooth beacons**? Again, all Bluetooth signals or only known or paired **Bluetooth beacons**? Specific device identifiers?

ibeacon December 7, 2017

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WEB

- [Building Applications With **ibeacon** Proximity And Location Services With Bluetooth Low Energy ...](#)

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- [ibeacon specification](#)

nsw.gov.au

1 Purpose of This Specification 4 BY THE TERMS OF THE **iBEACON** LICENSE AGREEMENT. We cannot AnkhMaway **iBeacon** Specification. Also i heard to get the **iBeacon** specification we need to enroll with 2 Jun 2014 Leveraging Bluetooth Low Energy (BLE), a device with **iBeacon** technology ...

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NEWS

- [Leveraging **iBeacon** Technology For Event Management](#)

BCW

Following the upsurge of the Internet of Things, the technology that has been making its way into people's lives today is indeed the **iBeacon** Technology. Beacons have been successful in captivating the interest of the tech industry ever since it was introduced by Apple in the year 2013. **iBeacons** uses ...

proximity marketing December 7, 2017

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NEWS

- [Goeee Enters Canada by Solidifying IoT Lighting Partnership with Stanpro Lighting Systems](#)

LEDinside

This is realised through enhanced lighting control, energy management, LED analytics and, for **proximity marketing** in retail applications, beacon management. Jeff Beare Vice President of Marketing at Stanpro says: "With the IoT platform designed by Goeee the possibilities of offering value services for ...

- [Comprehensive Report on Global **Proximity Marketing** to grow at a CAGR of +30% by 2021 ...](#)

MilTech

Utah SEO Ninja LLC

Proximity marketing is all about marketing to your consumer at the right place, at the right time, with highly relevant and personalized notifications. Over the past year, we have seen a number of brands ranging from casinos to theme parks, opt in to enhance their customer experience using proximity ...

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NEWS

- [Surveying the Customer Experience Technology Landscape](#)

CMSWire

Gartner made some interesting predictions about customer experience (CX) and the **marketing** technology associated with it in early 2017. The research firm suggested customer experience management would continue to top CEO, CMO and CIO agendas, calling it the “watchword of our age.” On the ...

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NEWS

- [Proximity Position Sensor Market Electronics Analysis 2017 To 2022](#)

Apex News

Global **Proximity** Position Sensor Market Research Report 2017 provides a unique tool for evaluating the market, highlighting opportunities, and supporting strategic and tactical decision-making. This report recognizes that in this rapidly-evolving and competitive environment, up-to-date **marketing** ...

- [Venuetize Provides A Personalized Sports And Entertainment Fan Experience](#)

SportTechie

Venuetize has built an interoperable ecosystem of more than 100 third party systems, a scalable platform, and a rich set of feature modules including: a mobile wallet; location-detection and **proximity marketing**; safety and security; and building automation. The company's flexible, and extensible platform ...

- [Photoelectric Proximity Switches Market Detailed Qualitative Analysis, Factors Details for Business](#)

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Photoelectric **Proximity** Switches Market Status and Trend Report, offers a comprehensive study including company's products, applications and Forecast to 2023 of Photoelectric **Proximity** Switches industry. Photoelectric **Proximity** Switches Market report also provides market status at the readers attitude ...