

BLUETOOTH BEACON TECHNOLOGY



BENEFITS

- Low cost
- Hands free interaction
- Delivers location- based relevant offers & notifications
- Supported by all mobile operating systems and phone manufacturers
- Provides a power-efficient connection that won't drain the phone battery



Contact ECI to learn more about incorporating this technology into your next trade show booth.
937.890.7000

What It Is: A beacon is a small, battery-powered transmitter that broadcasts a signal using a Bluetooth low energy antenna. This signal is used to determine proximity between a beacon and another device, like a cell phone.

How It Works: Think of a Bluetooth Beacon as a radio station that only plays one song, on repeat. Instead of music, a beacon is sending out a unique ID number that is read by an app on your phone. That app then determines the location of the beacon and delivers customized information based on your location. Bluetooth beacons are most useful as a data collection tool.

Application in a Trade Show setting: Visitors download the trade show app, and identify their interests during the signup process. This information is used by beacons to direct them to booths that align with said interests. Trade show officials can receive live data on visitor count and receive notification when visitors enter and exit the venue to gather information on traffic.

A Beacon app can also be used to connect event managers and event goers directly, based on location. Event managers can easily communicate with visitors based on proximity and send push notifications about current and future events with the push of a button.

Likewise, push notifications about event schedules and information can easily be sent to the visitor's mobile phone. Promos of upcoming events can also be sent as a push notification allowing for data collection about customer demographics and interests.