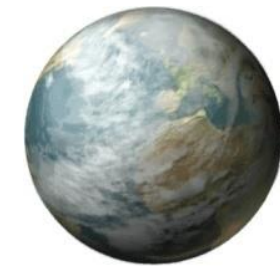# i-Beacon Application Overview

Enabling Intelligent Retail & Customer Engagement

GaneData

Specialist Distributors in Rugged Mobile
Computers, EPOS & Auto ID Systems

What is an iBeacon

Think of beacons as a technology that empowers contextualisation based on proximity and connects the real/physical and digital worlds.

With an iBeacon network, any brand, retailer, app, or platform will be able to understand exactly where a customer is in the brick and mortar environment. This provides an opportunity to send customers highly contextual, hyper-local, meaningful messages and advertisements on their smartphones.
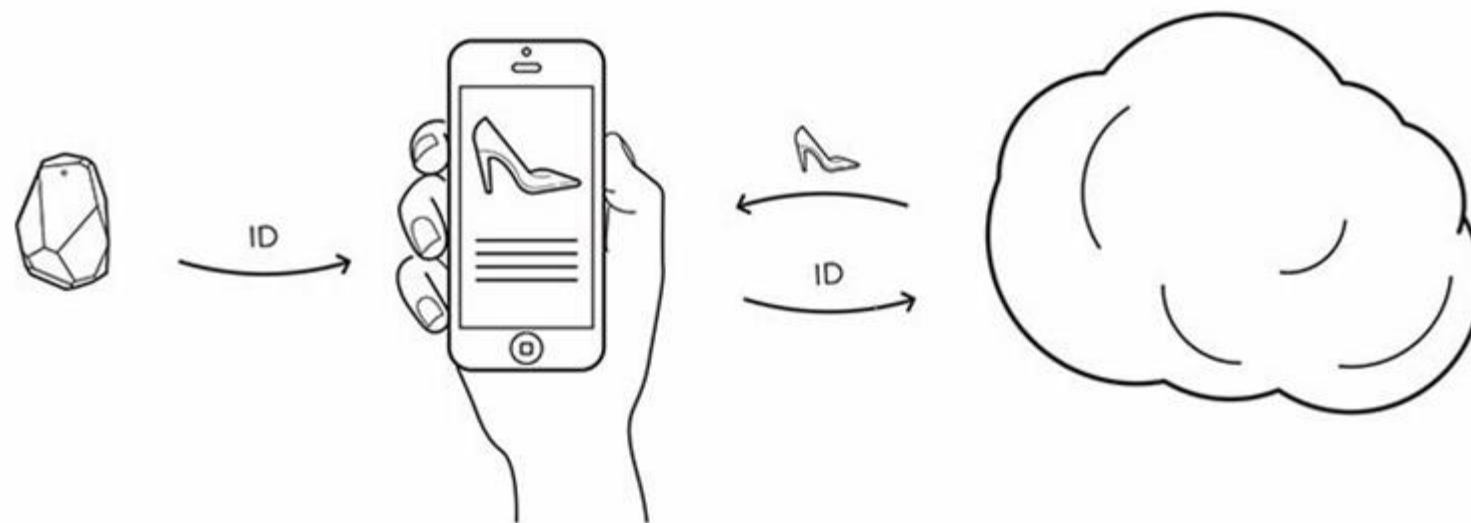
What is an iBeacon

- Like a beacon indicating direction for ships, a Bluetooth beacon is just a Bluetooth-based indoor positioning system using stationary beacons to send radio waves and direct position for mobile devices

- Bluetooth low energy (BLE) technology was merged into Bluetooth 4.0, which could reduce power consumption, lower cost and make location awareness much more precise

- Beacons use Bluetooth Low Energy (BLE), a technology built into iPhones and iPads since 2010 and in many higher-end Android devices

- You don't need a special reader, only the device you already have. That's why beacons are very likely to fulfil early location-aware dreams that RFID could not!

How an iBeacon Works

- iBeacon transmitters use Bluetooth 4.0 technology, which can send specific information to nearby devices based on location

- Business can set up multiple Bluetooth Beacons within and around their store to broadcast its signal

- Beacons can pinpoint if customers are in range of its signal and their app/Passbook pass determines what to do when they inside that range

- For example, the application can be programmed to deliver a personalised message or coupon

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How iBeacon Works?

WISE-PaaS

UTC-P08 (iBeacon Module)
broadcasting (UUID, Major, Minor, Tx Power)

APP
retrieving content from cloud

iBeacon

Immediate	Near	Far	Unknown
<10 cm	1 m	60 m	>100 m

Mobile Computing Device
determining position based on Bluetooth LE signal strength

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Outdoor RTLS GPS; Indoor RTLS iBeacon

GPS Push

Beacon Push

SALE

50% OFF

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Enabling Smart City iRetail

Product Coupons

Ask for assistance

Following an indoor store map

25%

?

New

Welcome and special offers

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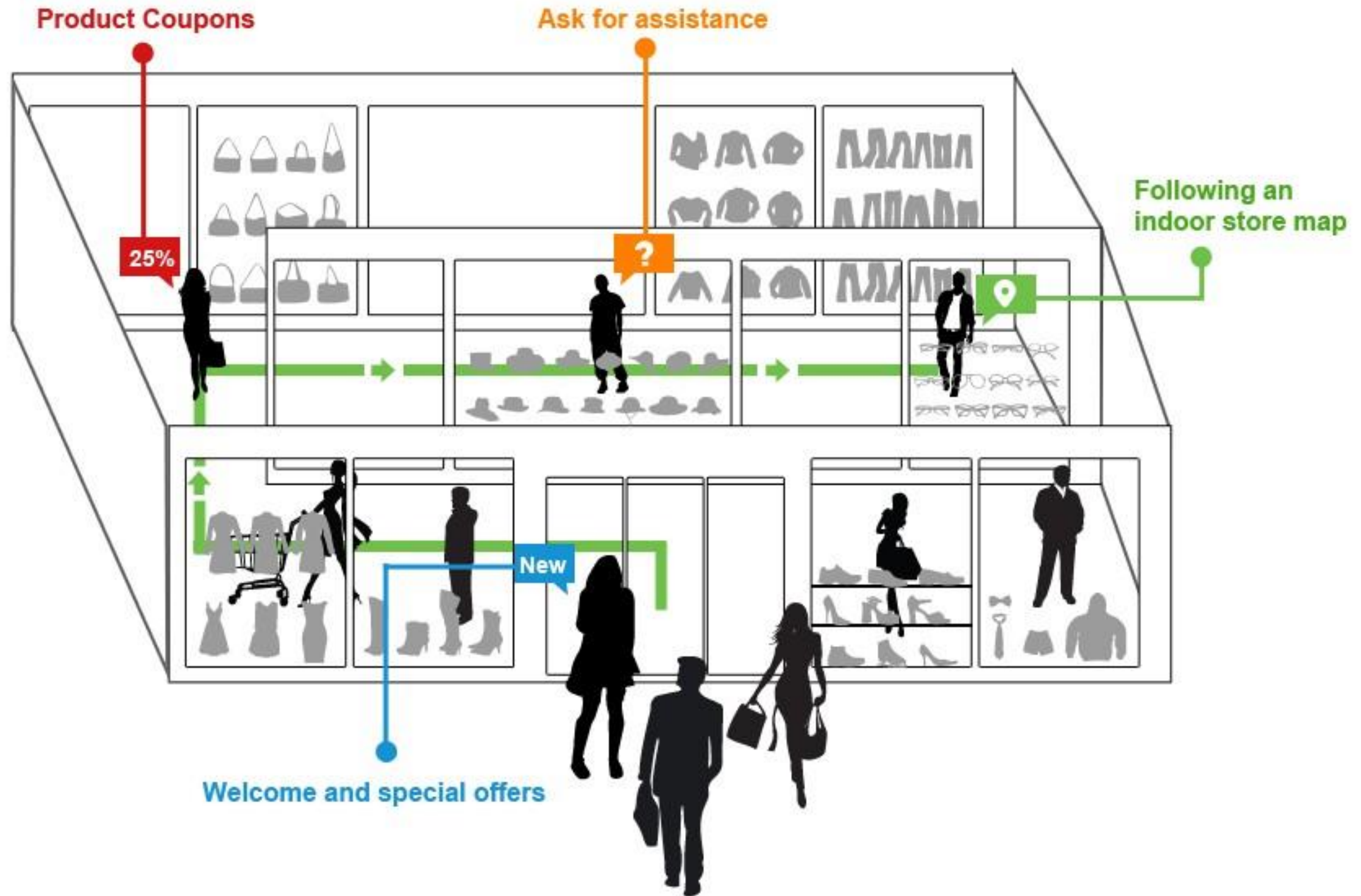
Personalize Greetings & Coupons Offering

WELCOME TO JIMMY!
A CLASSIC COCKTAIL LOUNGE

The cocktail menu changes seasonally and features both specialty and classic drinks created with a unique mix of custom ingredients and recipes.

Have a **free cocktail on us** while you're here! Simply present this screen to your mixologist.

YES, I WANT IT!

O2O In-store analytics measuring

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Coupon Redemption & Digital Payment

期間 限定 地域 限定

8/21金〜27木 午前8時〜9時限定

100万杯を、0円で

¥

All-in-One UTC-620 for Optimized Customer Experience

The UTC-620 is a slender 21.5" multifunction touch computer. Its embedded software system allows retail administrators to remotely manage all systems at once which in turn will help reduce energy consumption along with maintenance costs. The customized mounting kits, I/O, and accessory offerings meet requirements of various fields. The high resolution display and multi-touch screen will no doubt successfully captivate users' engagement.

Fully Integrated I/O for All Applications
Simple deployment

Dust and Liquid Resistance
Front IP65 solid standard protection

Versatile Add-on Value
Implement scalable applications

OS Compatibility
• Windows
• Linux

Built-in WiFi/ Bluetooth or 3G UMTS
Provide social connections

Easy Installation
• Support wall mount solution
• Support vertical and horizontal display

Built-in WEBCAM

WiFi

Bluetooth

Windows Embedded

Linux

RFID

7 806723 188635

1 x COM   4 x USB   1 x HDMI   1 x VGA   2 x LAN

Library Information Station

• Staff, member and visitor identification
• Book, DVDs information
• Collect, renew and return service
• Book review and grading
• Due dates fine payment

Restaurant Smarter Queuing and Digital Menu

• Digital menu display
• Ingredients checking
• Calling and queuing alarm
• Kitchen preparation live broadcast
• Restaurant intelligent POS
• Order service

Application Scenarios

In-Store E-commerce

In-Store Kiosk

Mobile Shopper (Apple Pay / iBeacon)

Price Checker

mibeacon

iBeacon Success Case Studies

Endless Aisle Terminal

Solution:
- Connecting In-store sales to Online Sales.
- Swipe the membership card, scan the merchandise (shoes) that doesn't have visitor's preferred size/color, place order directly on the terminal then ship to home.

Key Winning Factors:
- Clean look with all peripherals built-in.
- Ruggedized for daily usage & Stylish

UTC Models:
- UTC-620D/E-PE
- UTC-532D/E-PE

UTC Peripherals:
- 2D Barcode Scanner
- MSR Reader
- NFC/RFID Reader

Partners:
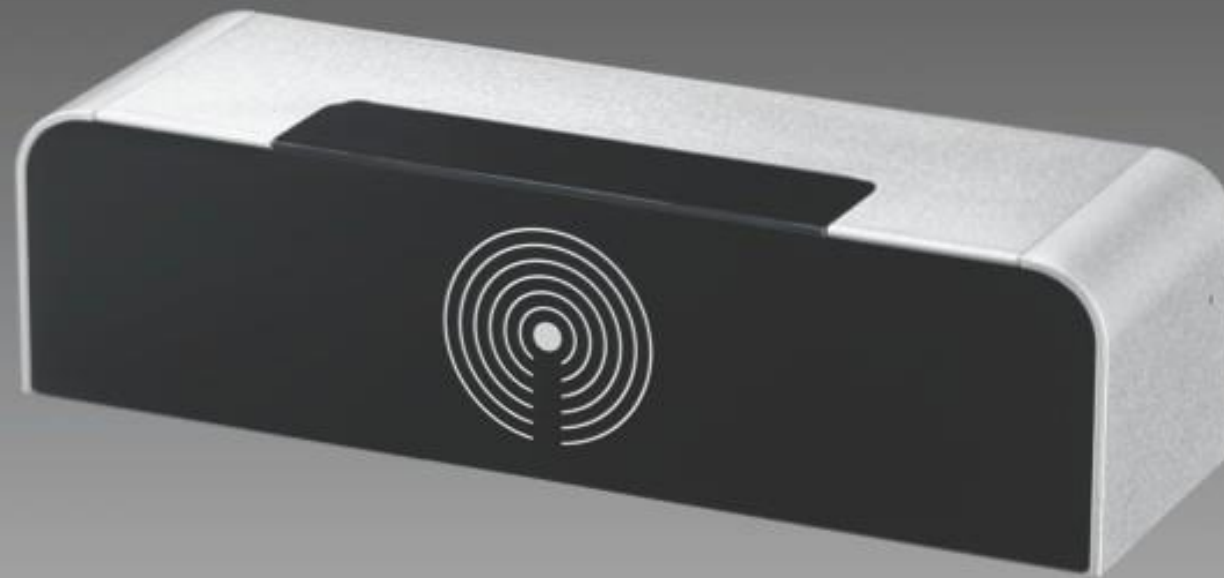Xomni: Software

Actual Case

Kohl's @US (on-going)

Desigual @Spain (on-going)

Desigual Shopping Experience.

SASA Cosmetics, HK [UTC-520]

- Bonus redemption and promotion information
- Commercial publish
- Interactive / joyful shopping experience

Enabling an Intelligent Planet

How can GaneData Support Your Business

Starter Kits

- iOS / Android SDK (Free)
- iOS / Android Demo APP (Free)
- iOS / Android Configuration APP (Free)

Digital Signage Applications

- Digital Signage Dynamic UUID Solution (UTC-P08-A0E/ UTC-P08-A1E only)
- IMM integration

Object/Human/Inventory Tracking Applications

- SUSIAccess integration (ECG Remote Management design consultation)
- Equipment Tracking Analytics SDK & Report Software (UTC-P08-A3E only)
- iBeacon UUID, Location (Map Interface), Status, Push Notification Management Software
- iOS / Android SDK with iBeacon Status broadcasting
- Android Watch SDK for Man Management

Wayfinding APPs

- Wayfinding solution reference (Mobile APP design reference)
- iBeacon UUID, Location (Map Interface), Status, Push Notification Management Software
- iOS / Android SDK with iBeacon Status broadcasting

    Others
- Automatic Scheduling Software

Further Information

Contact us for further information on IBeacon technology and see the links below:

- GaneData Website
- Advantech UTC 620
- UTC 620 Data Sheet
- Smart Retail: UTC Brochure
- GaneData Blog

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