Smart, contextual engagement between physical and digital worlds

weBeacon®

weBeacon is a social Internet of Things for venues and large scale events. By anticipating the user's interests, weBeacon delivers curated content via smartphone, thereby enabling destinations to better understand and monetise their visitors.

Business challenge:

Most visitors to museums only experience less than 30% of all available content. Conversely, these institutions all admit they could better monetise each visit if they knew more about what their visitors' preferences.

Apppli implemented:

- Native applications for iOS and Android
- Web front and back end for high volume content management
- Dashboards for museum admin
- Beacon infrastructure

apppli