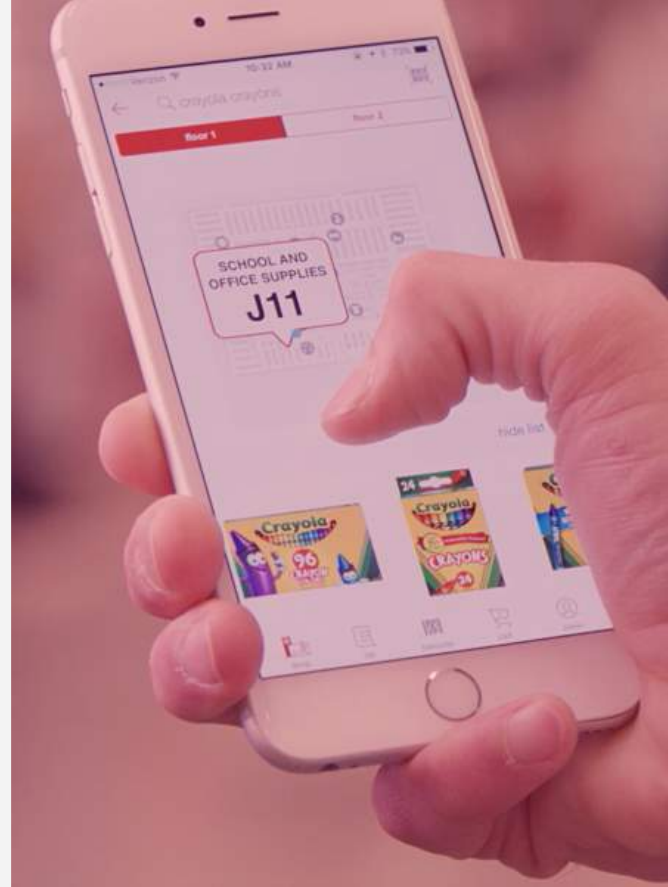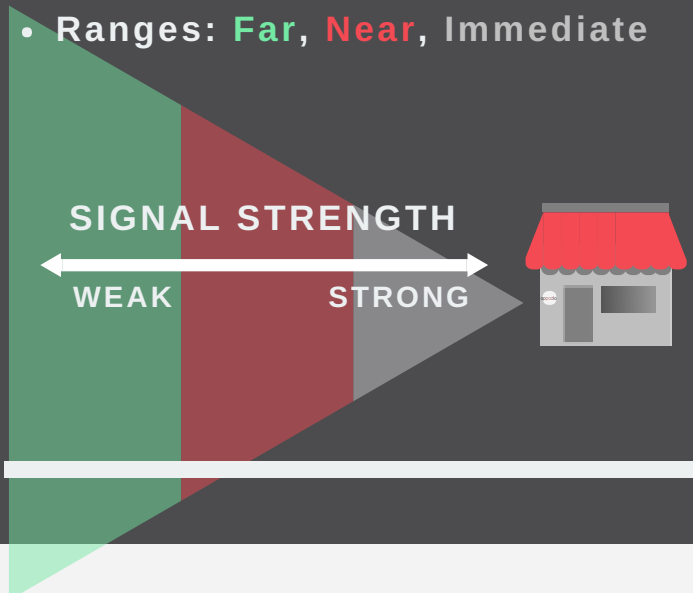# appadia

BEACONS AS A TOOL FOR COMMUNICATION

- Sends data such as advertisements
- Compatible with Bluetooth devices
- Inexpensive, efficient marketing
- iBeacon and Eddystone protocols
- Use cases: shopping centers, airports, cities, and hotels

BLUETOOTH BEACONS

- One-way radio signals
- Distance-sensitive tracking device
- Battery life up to 3 years
- Ranges: Far, Near, Immediate

SIGNAL STRENGTH

WEAK   STRONG

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