

Beacons

Beacons are electronic mini devices that broadcast several times per second a Bluetooth Signal. This signal can be received by a smartphone and interpreted by the Mobile Event App. The transmitter range is totally customizable and each beacon has its own signal which can be clearly identified by a UUID. By using such small transmitters the MEA can perform actions based on locations and/or the time, as well as providing an user with relevant information.

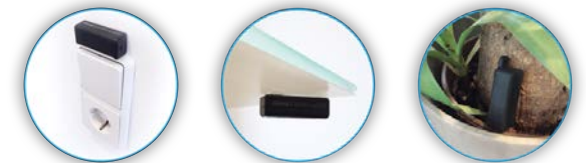
Examples of applicable Scenarios

- Location and time based welcome messages on site
- Gamification during the event by applying a scavenger hunt
- Location based push notifications about the promotions
- Background information about the exhibition
- Assistance and navigation around the exhibition grounds
- Notifications about the buffet

Beacon package includes

- Creation of customized beacon scenarios
- Technical on-site support and installation of the hardware
- Rental of 5 beacon transmitters for every individual scenario

Kindly contact us for more information about the different use cases of the beacon technology at exhibitions and conferences.



Examples for beacon installations