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.



50% 🗐

T&TA eee

MEA

Halle 1.

Beacons

PLAZZ

Als digitale Experten für das Hier und Jetzt, das

Morgen und vielleicht das Übermorgen liefern wir

keine Lösung aus der Schublade sondern beginnen meist bei einer starken Idee, liefern Input aus der

plazz AG

Trelleborg

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Volt der Rits and Bytes





Mittwoch, 16. September

Willkommen am Veranstaltungsort!

Bitte gehen Sie zum Checkin in

100%