



BOOM!

When a **new opportunity comes on the scene**, it is never an overnight success, it took investment, hard work, time and a marketplace.

Many of us are so close to our involvement, we do not always explain in a simplistic way. **PROXCOMM** decided to change all of that in regard to **Google "Nearby and Apple's iBeacon"** which are **Location/Proximity Based Powerful Marketing Tools**. In fact, a massive billion and billions of business dollars is on target and **YOU** have no idea what it is!

So, here we go! Yes, it is technology, it is a beacon which is simply a small Bluetooth radio transmitter which is received by all **Smartphones**.

Yes, **Smartphones** are being talked by three means, BLE (Bluetooth Low Energy), Wi-Fi, and Ultrasonic sound waves.

It's like a lighthouse repeatedly transmitting a single signal that secure (BLE) devices can see. Instead of emitting visible light, though, it broadcasts a radio signal that is made up of a combination of letters and numbers transmitted on a regular interval of approximately 1/10th of a second. A Bluetooth-equipped device, like a smartphone or tablet, can "see" a beacon once it's in range, in this case within a 300-foot radius, much like sailors looking for a lighthouse to know where they are.

So, let us take a look at how this works.

The **PROXCOMM Beacons** are programmed by you and can be seen directly by all Android Smartphones without an App. The Bluetooth and location services must be turned on and the notification will be seen whilst you are in the range of the beacon. Apple iOS Smartphones require an App and work exactly the same way. In the USA 67% of all Smartphones are Android and only 31% Apple, so the majority of the Smartphone market is covered. Globally, Android has over 81% of all Smartphones in use.

PROXCOMM Beacon Apps enable all Smartphone users to participate in the largest change in marketing this century. From Supermarket offers, retail stores specials, restaurant information, healthcare education and information, museums, science centers, zoos, botanical gardens and art galleries bringing to life their exhibits, real-estate reality whilst outside or inside the house for sale, Smart City Connection and Emergency management direct information, all via your Smartphone is there now.



<https://www.commsmart-global.com>
<http://www.proxcomm.technology>
Email: proxcomm@commsmartglobalgroup.com



Telephone: USA: +1 (515) 200.7068

All it takes is **YOU**, switch on your *Bluetooth and Location Services* and join the information revolution **NOW!**



We have highlighted our **PROXCOMM Beacon Emulator**® which all you are required to do is scan, it will show up on your Smartphone scan. It is emulating how a beacon transmits to your Smartphone screen. Yes, even our **PROXCOMM QR-Code**® solution can do exactly what our **PROXCOMM Beacons** can achieve as well.

**Scan, then converse with us,
join the marketing revolution NOW!**

**So, visit one of the websites on your Smartphone and
find out for yourself!**

www.commsmart-global.com

www.proxcomm.technology

www.proxbeacon.technology

www.proximitybeacons-qrcodes.technology

Email: proxcomm@commsmartglobalgroup.com

Telephone: USA: (515) 200.7068

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Email: proxcomm@commsmartglobalgroup.com



Telephone: USA: +1 (515) 200.7068