

The most exciting dawn in true contextual leveled digital marketing reach has been the rise of proximity marketing. That is "*beacon technology*", this *know-how* allows corporations and small business owners to market directly to their audience to market and introduce their wares, services and information.

So, a potential customer walks past a retail storefront, and a proximity beacon signal pings his or her Smartphone. They are now looking at an on-screen notification prompt to download that brand's mobile app or discount opportunities and then enjoy significant savings. In fact, it is not just one notification with us, it is up to ten notifications which are a sequence of opportunities, presented right in the palm of the hand of next customer/client on their Smartphone. They can use right now or favorite for later use.



ProxComm Technology® Proximity Beacons are a seismic shift in the landscape of commerce, and back in 2016, Apple seemed to have the market cornered. ***They did not!***

It was in the same year Google announced Chrome support on Android for their Eddystone Beacons format and hurled the entire ecosystem into a state of flux. Now Google's Nearby Notifications feature has and is threatening and disrupting the marketplace.

ProxComm Technology's Proximity Beacons have an inordinate ability to offer contextually leveled relevant *ad* notifications for individuals. The niggling but insurmountable obstacle is that in order to deliver these notifications you have to go through a mobile app. Many folks don't have these apps installed on their Smartphones, which we are radically changing that playing field. Most companies are using the Internet of Things and Mobile Apps the wrong way and ProxComm Technology is changing that!

Google has attempted to nullify this problem with their Nearby Notifications feature. What it does do is allow developers to link any website or mobile app to a proximity beacon. This offers countless opportunities for business owners to promote their sites and apps. *ProxComm Technology* has proved that both means are a major opportunity for all, working in a precise and proprietary way with our solutions.

A retailer with a location in an airport terminal can radically change a shopper's mind via contextual leveled marketing reach. By placing a beacon in a public space like an airport, every time a Smartphone user walks by, their Smartphone will ping with a Nearby Notification featuring a contextualized notification featuring some notifications, up to ten sequential further opportunities.

In all, this feature allows brands to offer different messaging experiences to the prospect. These are but not limited to:

<ul style="list-style-type: none">● Offers● Information● Order online● Trigger an app install● Send a text● Take a survey● Forward to others	<ul style="list-style-type: none">● Advertise a website URL● Trigger an app intent● Send a direct email● Make a direct phone call to the company● Favorite the information
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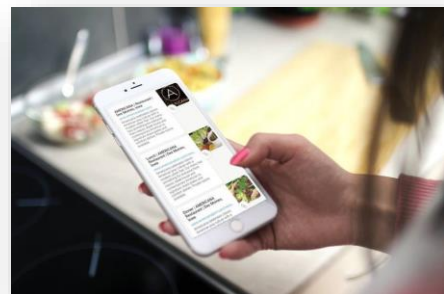
So, with these relevant features, a brand can not only send *notifications* and '*calls for action*' mentioned above, directing the prospect to a myriad of marketing and information opportunities, but they can also trigger their Mobile apps.

Google changed the rules with Nearby Notifications, so now all installed apps circumvent this and seek out any beacon in the area, so long as Location Permissions and Bluetooth are enabled, which 91% of Smartphone users do. Plus, they've made this feature backward compatible with previous Android versions.

Google is allowing any app with the Nearby Notifications feature to enable the user's mobile device to scan for beacons. It does this via Android's pending intent feature. The result is efficient background scanning that doesn't drain a Smartphone's battery life. It allows all Android-based Smartphones to be connected immediately, that is nearly 69% of all Smartphones in North America.

Every corporation or small business owner with an eye toward *brand marketing* wants to drive up their Mobile app downloads. But there's a big difference between having a "*download our app!*" call to action on a website and delivering the said mobile app straight to the target. After all, no one wants to go hunting around the app store for something they may or may not even like.

So not only can Nearby Notifications trigger an app to open, but it can also send a push notification triggering for an app install with a single click. And if the notification was promoting a specific, contextually relevant feature, it will also launch that feature directly on the app. In fact, *ProxComm Technology* gives up to ten notifications to be seen by the Smartphone users at once on their screens.



With the ease in which nearby notifications can now trigger apps, you'd think many brands would be abusing the feature. But both *Google* and *ProxComm Technology* has put restrictions in place that prevent brands from tapping into Smartphone users' Mobile apps to offer anything and everything under the sun. Each *ProxComm Technology* proximity beacon deployment must direct the user to the use-case feature in the beacon notification.

In other words, it has to be location-specific contextual leveled content. That means no promoting your jet-ski dealership to customers eating in a Chinese restaurant!



An example of how Nearby Notifications makes this easy and efficient for the user is in the retail space. Say you're waiting in line to buy gym clothes. The proximity beacon deployed at that location could only trigger apps or link to an app download if it were relevant to that space at that time. Maybe the app the store is promoting allows the customer to scan the **ProxComm Enhanced QR Code** to find prices and much more information. They work the same way a beacon does with up to ten informative contextual leveled marketing notifications. In this manner, they've received useful information from *ProxComm Technology* proximity beacon that doesn't frustrate them.

And that's mandatory now.

Finally, *Google* and *ProxComm Technology* are going all in on proximity beacons and *ProxComm Enhanced QR Codes* by making their deployment networks more accessible. Not only will it be easier for your business to "lease" a proximity beacon deployment location, but you can monetize it by connecting it to even more apps. The math is simple: with more brands leasing more locations and connecting more apps, it will be easier for Smartphone users to receive these notifications and importantly save.

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We imagine in a (very) near future in which consumers are receiving location-specific, relevant push notifications that facilitate the customer experience while easing pain points on the purchase cycle.

In fact, *ProxComm Technology* has the means to make payments from all Smartphones with our *ProxComm Enhanced QR Codes*, meaning every store can now take electronic payments securely.

Apple certainly didn't think this big with their strategy. But even without the tech giant from Cupertino investing in beacons, the market is wide open. After all, over 81% of new smartphones run Android, and this operating system still leads the global market where it concerns overall users.

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