



Proximity Thematic We All Can Say & Think Productivity, *We Achieve It!*

By Nicholas Ashton, CEO/CIO, CommSmart Global Group

Let us get this myth out of the way right now!

Many beacon network deployments may not have made it beyond the planning room due to the fact that they are often perceived to be quite challenging.

They are NOT!

WHY? Simply not discussing with those that have decades of network installation capabilities and analytical understanding of *real time* demands to be a successful and productive business.

CommSmart Global Group, a LexisNexis Risk Solutions Partner with our **PROXBEACON® Technology** has more street-level experience in the creation, development, manufacturing, proprietary software, installation and true *'out of the box'* thinking, are your direct connection to productive success and ongoing innovations.

Apple's *'iBeacon'* launch in 2013 was handled so badly, by restricting who could see beacons on their Smartphones. It set so many companies on their rear ends, *but not us!*

Even today, Apple has not changed and is being left behind in beacon technology.

Don't fret, our **PROXBEACON®** proximity beacons with our proprietary software and *Apps*, interact successfully with both Google and Apple products.

Google's *'Nearby'* with the Eddystone beacon platform, in contrast, offers open source beaconing with cross-platform support. Eddystone, arriving only in July 2015, supports multiple approaches to the basic beacon interaction. Eddystone-URL broadcasts URLs; Eddystone-UID broadcast's the beacon's ID, and Eddystone-TLM provides beacon telemetry.



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It is our expertise and involvement since 2010 in Bluetooth Low Energy (BLE) capabilities, then with our prior designing of tracking aspects and analytics of RFID, which showed us the opportunity to bring new means of communications to the forefront.

How are we using beacon technology in the real world?

Proximity Beacons are most often associated with retail environments. In the most common example, beacon technology can help detect when a customer is in a certain part of a store or even in front of a particular product, and then augment the customer's in-store experience by sending a coupon to the customer's device, asking if they need assistance or, later when the customer logs into the retail mobile app at home, showing them the items they were looking at in the store that day.

Like in the good old days of grocery shopping, the most sort after products like sugar, that everyone needed, was at the back of the store. It was the draw and so is the

Digital Coupon Zone!

No more coupon cutting, they are directly delivered to your loyal customer's Smartphones!

Once they enter the Coupon Zone, their Smartphone does the rest!

All of the weekly specials in the palm of their hand and with a direct call to action!

Through our proprietary software, you trigger their buying habits and have the analytics to know more about your customer's buying habits in *real-time*.

As market changes and evolves, our beacon technology is being used not only in retail and other customer service applications, but also at airports, event centers, health clubs, zoos, museums social healthcare and even at home or in the office.

In our consumer-facing environments, NHL hockey rinks and MLB ballparks across North America have implemented location-based marketing with our beacon network to improve fan experience. Restaurants, such as Pizza Huts in China, are using beacons to offer diners coupons and other special offers. Museums and zoos are using beacons to provide a personalized experience to viewers depending on the exhibit they are visiting, **a mobile docent experience** without renting devices, it goes straight to the Smartphone in the palm of the visitor's hand.

Proximity Beacons are also being used in banks, such as Britain's Barclays and Australia's St. George Bank, to deliver customized notifications to customers when they enter a branch. South Africa's Nedbank is using beacons to implement mobile payments for its customers in retail stores.



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Other environments are also benefitting from our beacon technology. In the transportation sector, many airlines bus and railway systems are already knee-deep in the technology, using mobile apps to help travelers navigate airports and stations, receive notifications about their flights and trains, and find nearby amenities. A pilot beacon network project at the MBTA rail stations in Boston aims to improve commuter experience and enhance engagement and communication between the organization and its riders.

In the classroom, our proximity beacon networks are helping students feel safe on campus, download course materials and even check the occupancy of the library to ensure quality study time.

At home, our proximity beacon technology can help you stick to your diet, make sure you remember to take your pills and turn the lights and some music on as soon as you unlock the door. The indoor positioning or navigation systems are moving outside, revolutionizing navigation for the visually impaired and even helping you track your children at the beach.

The healthcare sector, our beacon networks have been used to manage inventory, such as wheelchairs, medical equipment, vehicles and personnel. Beacon location-based technologies have also been used to track construction site progress and safety, as well as help emergency response personnel find those in need of help rather than relying on a GPS-based coordinate given by a mobile device.

Proximity Beacons can also be used not only to monitor energy use at home and in the workplace but also to unlock cars and take the guesswork out of commuting and traffic. In industrial settings, beacons aid with asset tracking, inventory management and cargo assurance.

In the world of enterprise, **PROXBEACON**® networks help employees schedule conference rooms; if a beacon is in a particular room, an app could notify users who is in that room, if it is empty, and whether meetings end early or run late. Proximity Beacons can also provide hands-free check-ins and payments, as well as access control and security clearance to buildings. Beacons have also been used to track employee attendance and help employees navigate office buildings.

Now Time to Converse...

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