

# Beacon

## Point of presence detection

Beacon is a small device that uses Bluetooth low-energy (BLE) wireless technology to broadcast static pieces of data within configurable short distances to mobile app for providing present and location-based services. It provides sense of present and location-based services.

It is able to deliver on demand to user based on preference and location thus suitable for targeted promotion. It is also used for contactless payment by sending the payment amount to the mobile and user needs to complete the payment by entering their PIN.

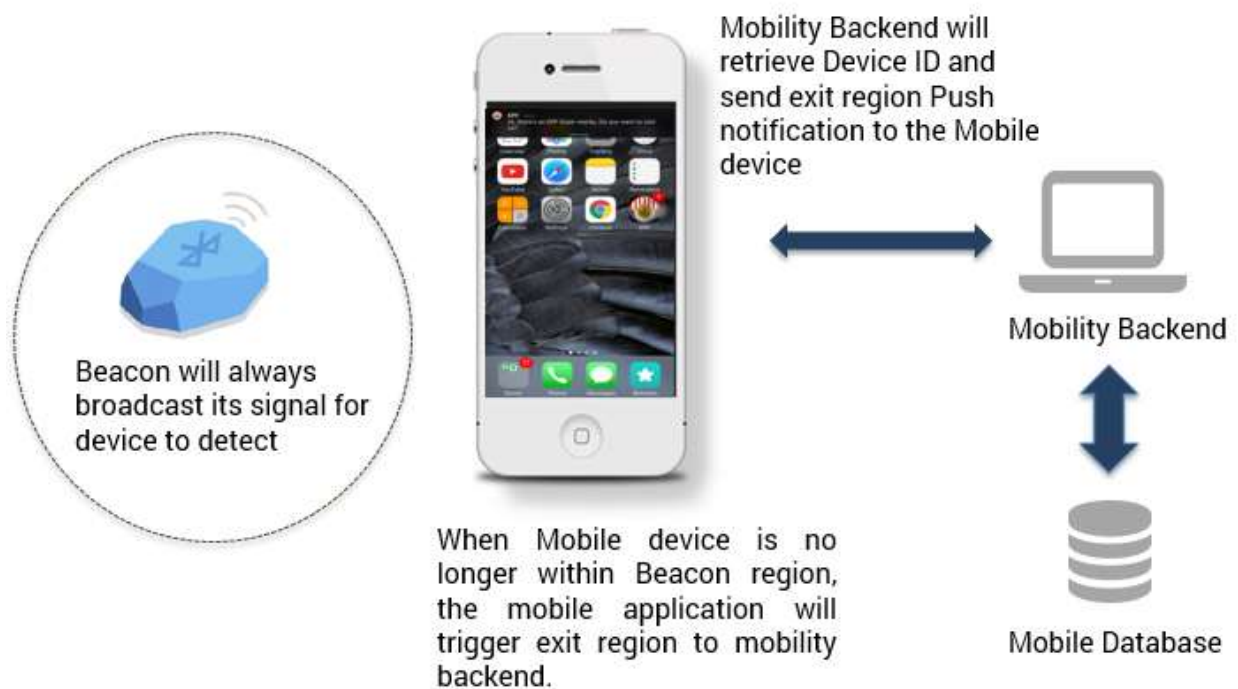
## Key Benefits

- Low power consumption.
- Small size.
- Connectivity to mobile phones.
- Low cost.
- Robust, efficient.
- Multi-vendor interoperability.
- Global availability, license free.



## How is it Triggered

- Beacon will constantly broadcast its Unique Identifier through BLE signal.
- Mobile devices will have Bluetooth turned on, Location Services enabled to allow Silverlake Mobility Backend to verify the Unique Identifier.
- Mobility Backend will use the Device ID to retrieve Device Token and perform a Push Notification through APNS (Apple Push Notification Service) and GCM (Google Cloud Messaging).



## Use Case Scenarios

- Detect individual presence in-store.
- Customize services based on needs.
- Immediate attention by customer relationship officer.
- Trigger relevant push notification and promotion.

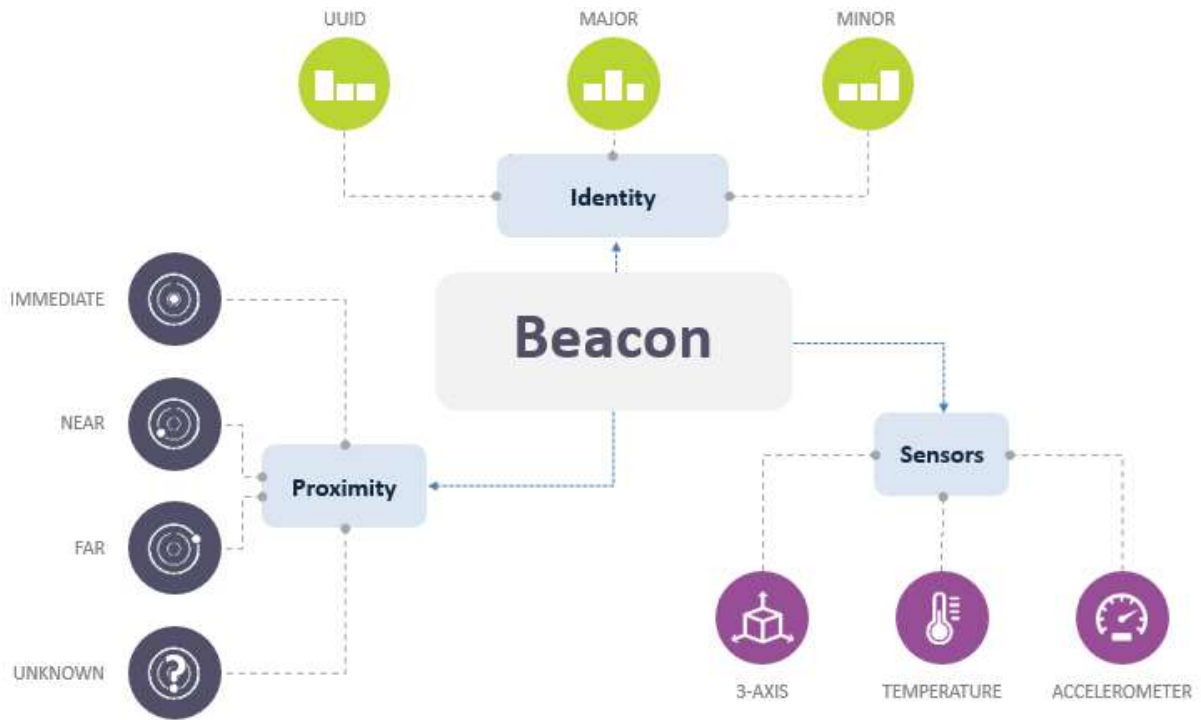
## Delivery Option

Beacon is provided as part of Mobile SDK which contains a common set of Beacon libraries. The set of libraries are made available for developers who want to add in this service into their mobile application.

For further information on Beacon, please email us at [mobility@silverglobe.com](mailto:mobility@silverglobe.com).

# Beacon

## Product Specifications



Features	Description
Identity	Beacon to broadcast its Unique Identifier through BLE signal.
Proximity	Detects user within the proximity of the beacon to perform action such as notification to a user or to the owner of the beacon.
Sensors	With sensors integrated to the beacon would be able to provide information of the environment.