Eddystone Advertisement Data (<= 31 bytes)

Adv Flags 3B	Service List 4B	Len 1B	Type 1B	UUID 2B	Eddystone Frame 2B - 20B
0x020106	0x0303FEAA	0x??	0x16	0xFEAA	...

Len 1B	Type 1B	UUID 2B
0x03	0x03	0xFEAA

UID

Frame Type 1B	TX @ 0m 1B	Namespace ID 10B	Instance ID 6B	Reserved 2B
0x00	int8	uint8[]	uint8[]	0x0000

URL

Frame Type 1B	TX @ 0m 1B	URL Prefix 1B	Encoded URL 0B - 17B
0x10	int8	uint8	uint8[]