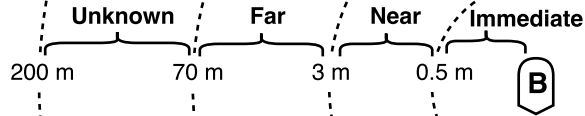


B = Beacon

S = Smartphone

----- Proximity advertising limit



S1
X

In the case 1, Smartphone
ranges nothing.
It is too far to detects **B**'s
advertising packet

S2
X

In the case 2, Smartphone
ranges **B**'s attributes, plus
proximity is given as
"Near"