```
uint8 t advdata[] =
  0x03, // Length
  0x03, // Param: Service List
  0xAA, 0xFE, // Eddystone ID
  0x0A, // Length
  0x16, // Service Data
  0xAA, 0xFE, // Eddystone ID
  0x10, // URL flag
  0xEB, // Power
  0x02, // http://
  'a',
  'b',
  'c'
  0x07,
};
```

Eddystone Beacon Scanner

https://github.com/sandeepmistry/node-eddystone-beacon-scanner