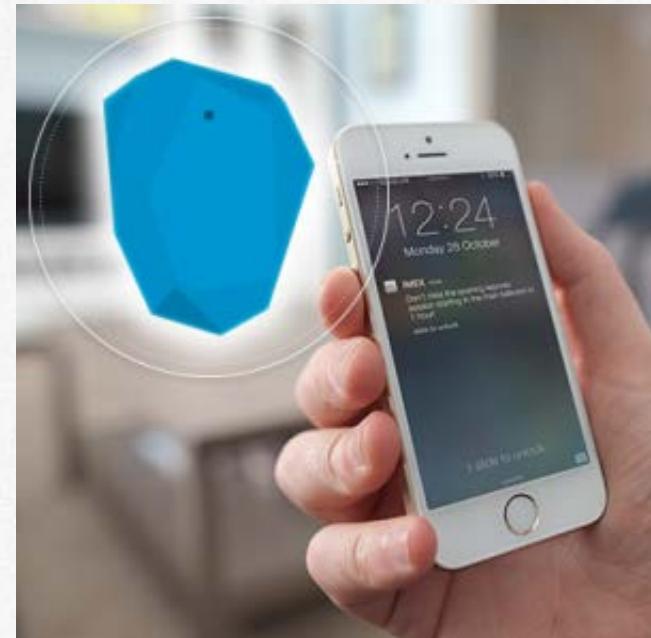


# Imagining a world with BEACONS

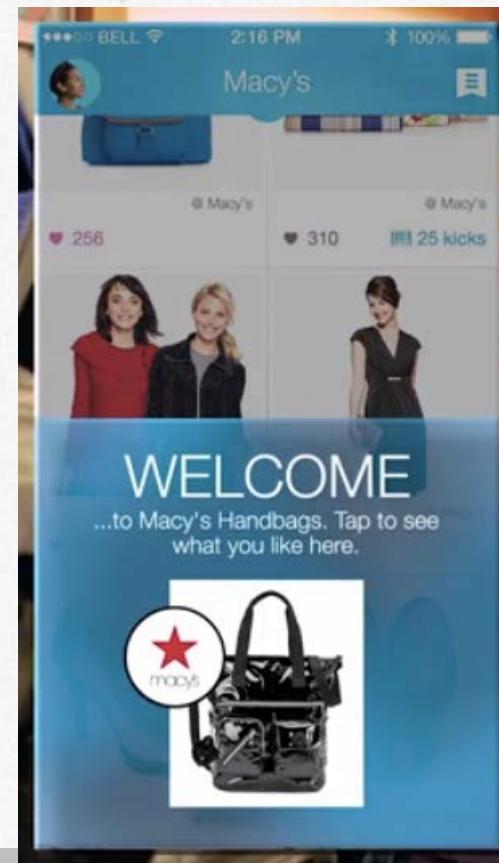
# Beacons will disrupt industries

*Beacons are the new frontier for businesses.  
When done right, it will enable brands to deliver  
customer experiences like never before.*



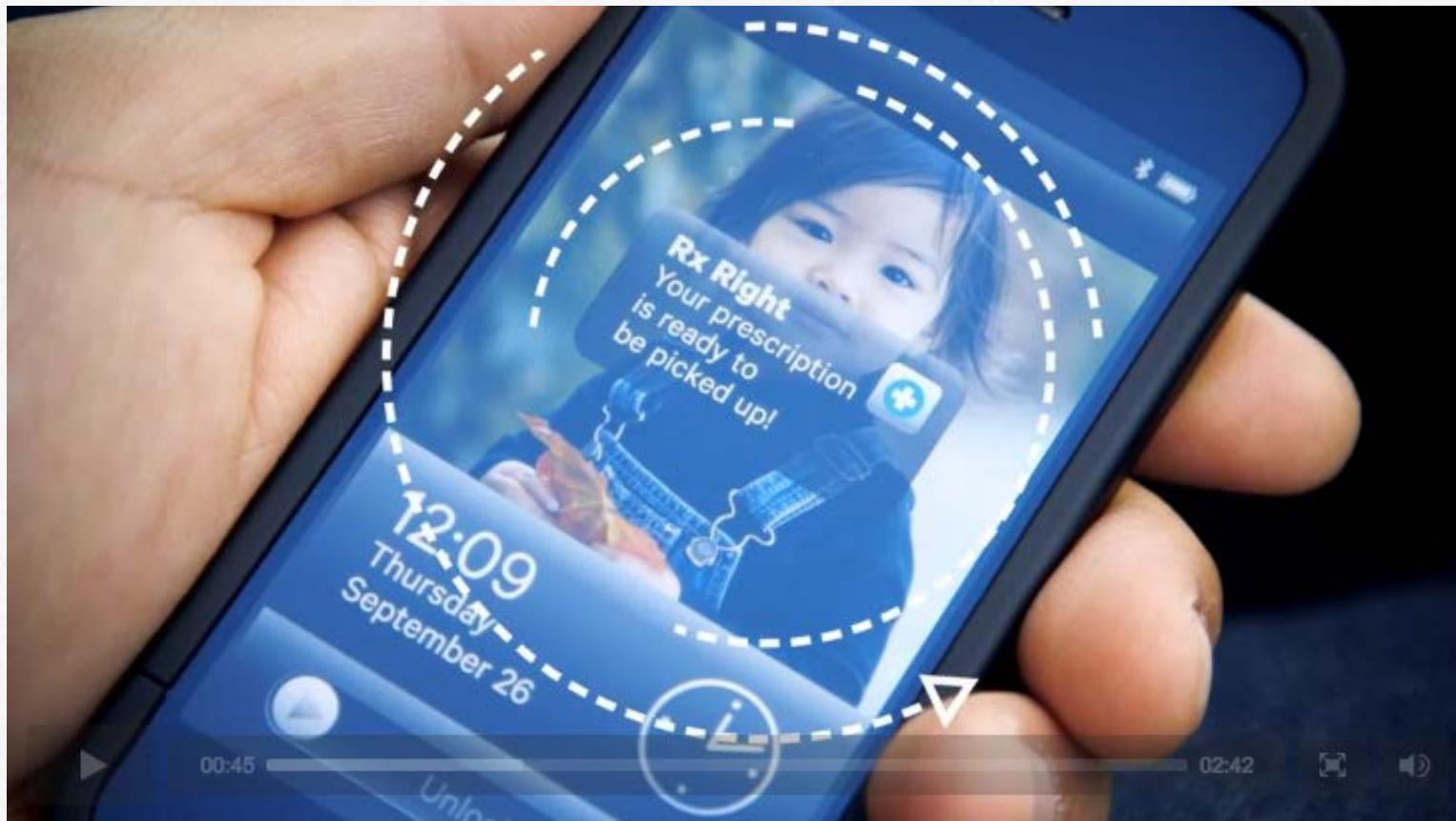
# Bridges the physical and digital

*Beacons will bridge the present divide between digital marketing and buying in store.*

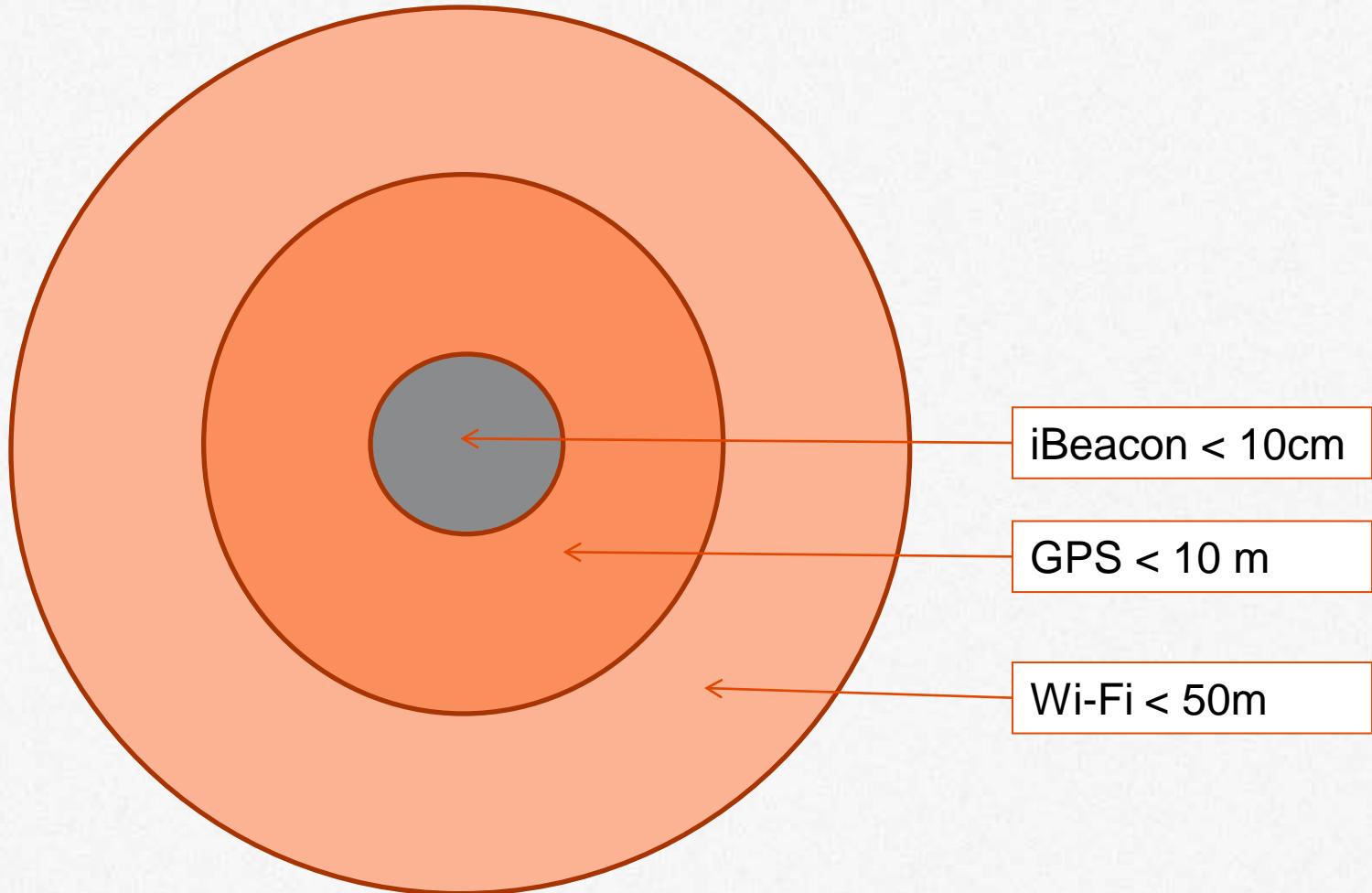


# Provides micro-location context

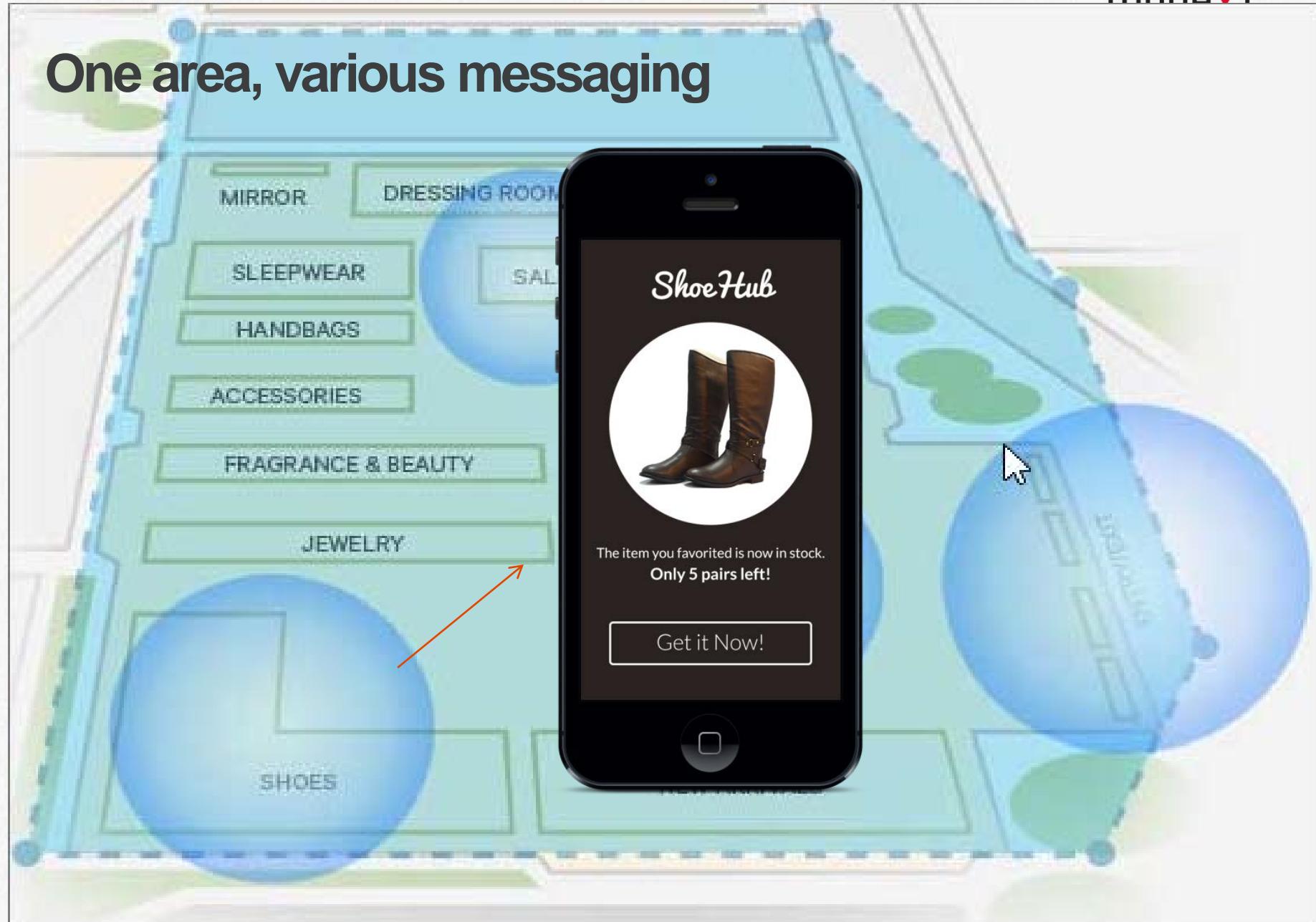
*Beacons can pinpoint a person's exact location—more precise than the existing location-based services such as GPS*



# Increased tracking precision

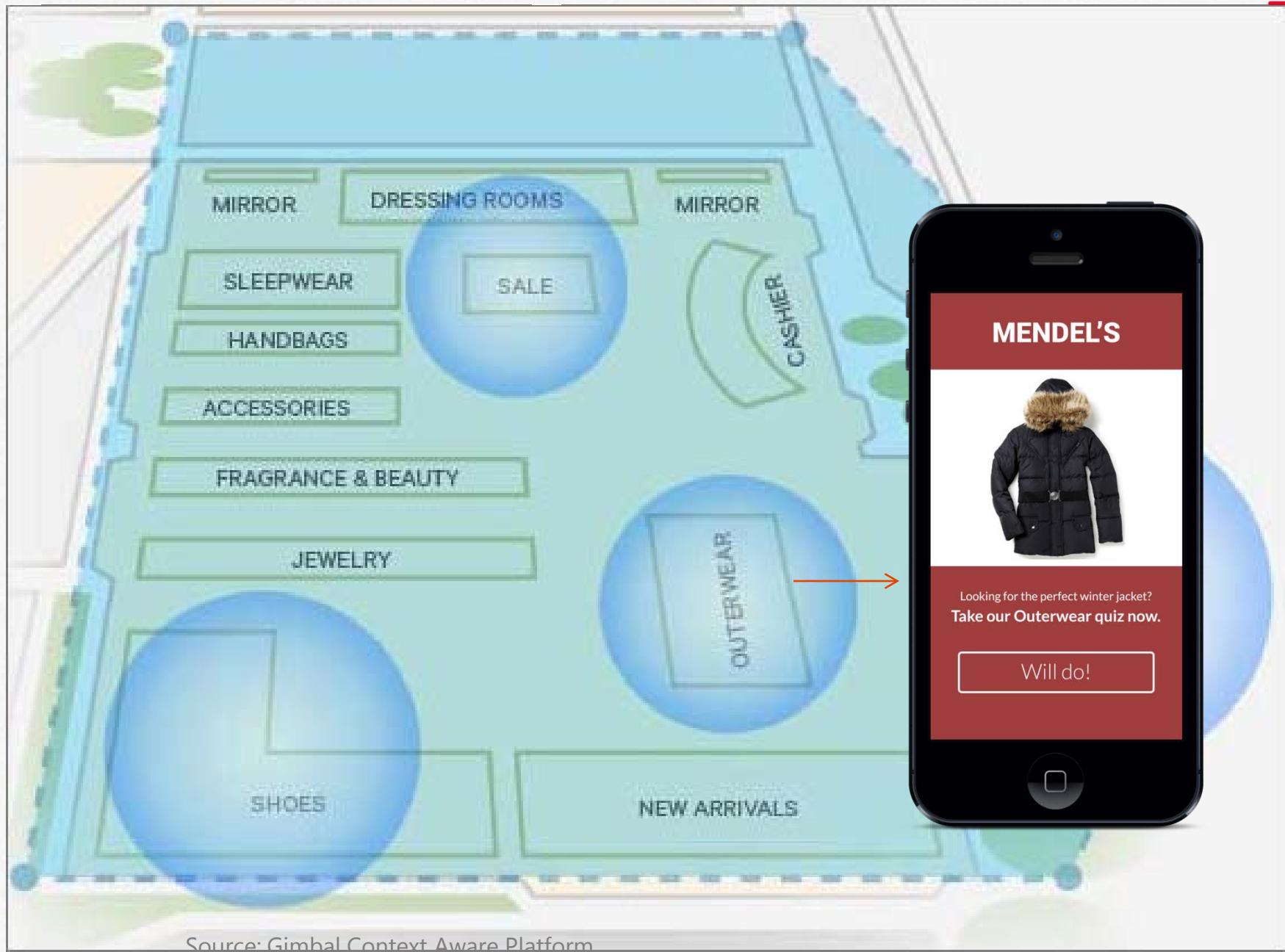


# One area, various messaging



Source: Gimbal Context Aware Platform





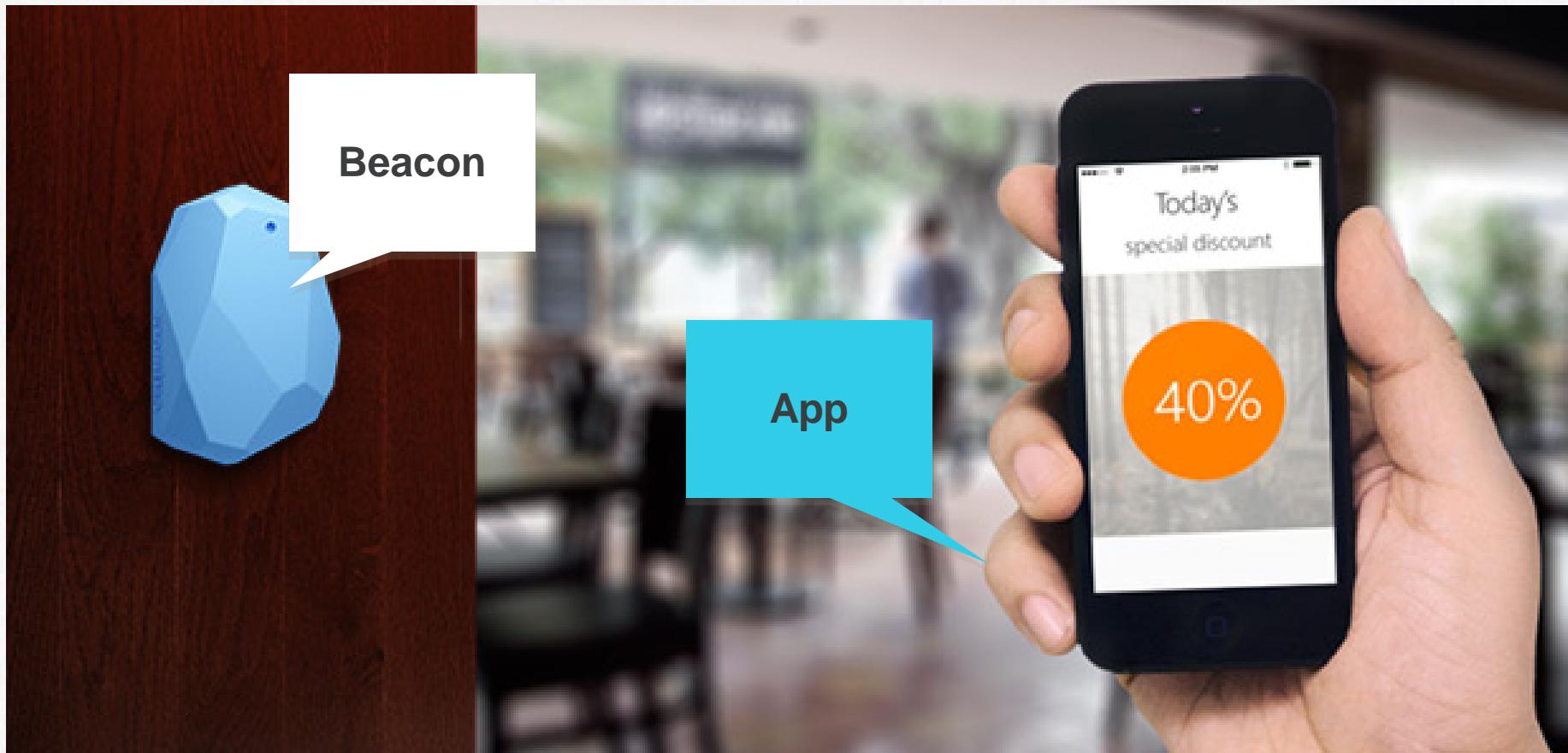
Source: Gimbal Context Aware Platform

# How do beacons work?



# What You Need

*To use beacons, you need a compatible mobile app that picks up signals from the beacon device.*



# Beacons as lighthouses



*Beacons send signals*



*Signals are picked up by the app*

# **How will Beacons affect your business?**

---

# **Disclaimer:**

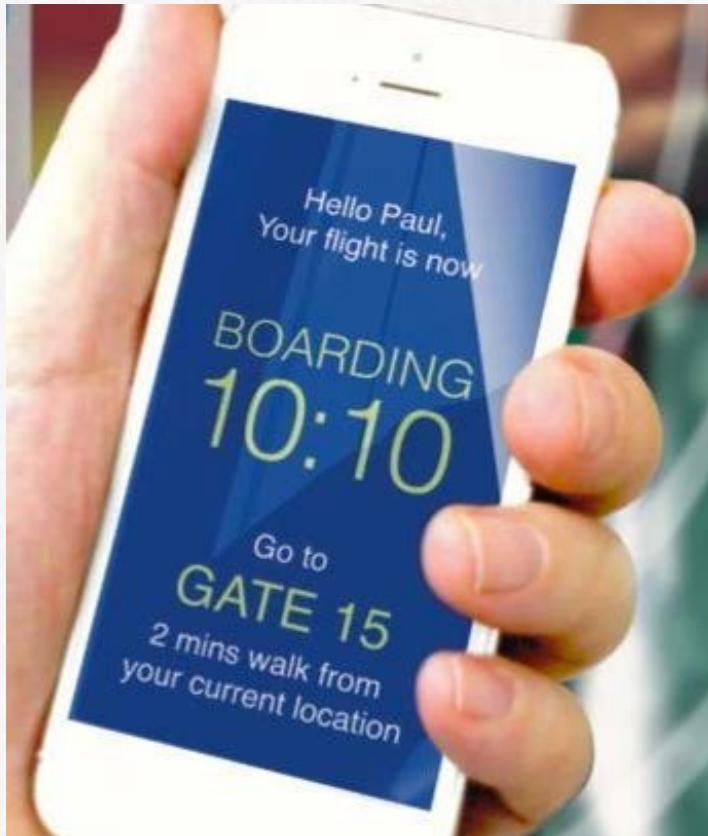
*Some of the photos we used were borrowed from existing branded apps, which are not necessarily Beacon-enabled. Credits were given for these images.*



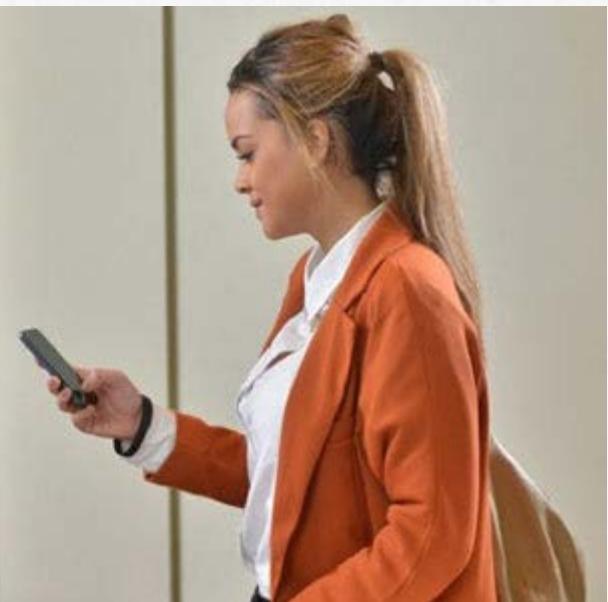
## For Airlines



# Provide check-in details



*When consumers enter the airport, send travelers the corresponding check-in counters for your airline and what time it will be opened .*



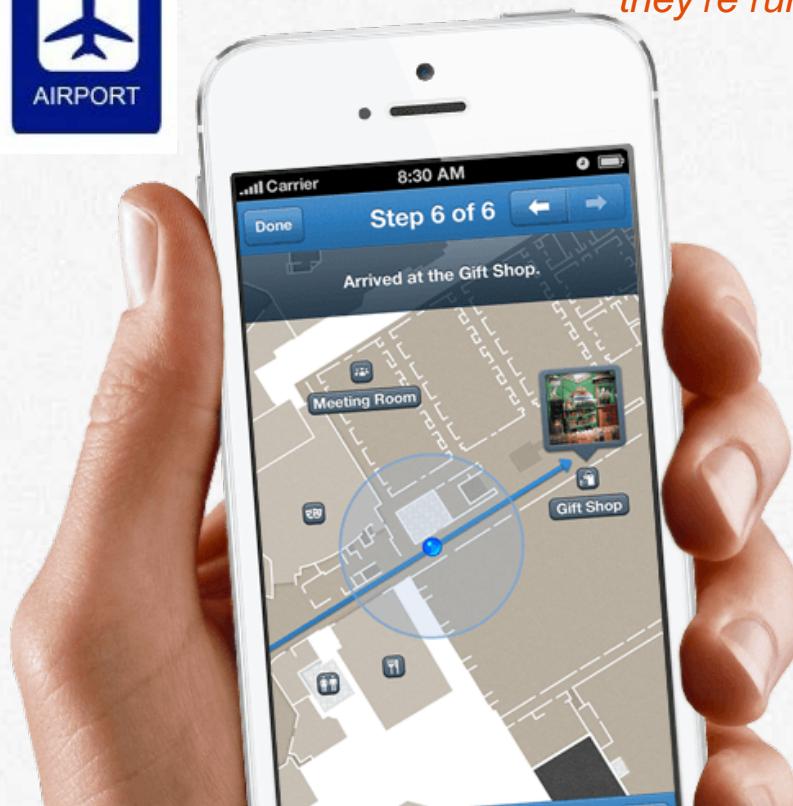
# Guide them through the

## airport



*Guide travelers to the lounge or to a boarding gate.*

*This is especially helpful if they're running late .*



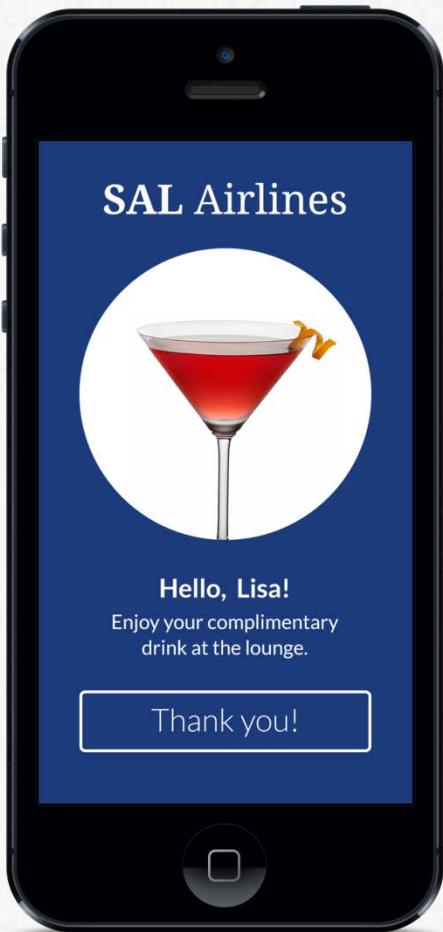
# Guide them through the airport



*Send passengers their  
baggage carousel number  
and direct them there*



## Send VIP members special offers



*Send VIPs a welcome message and let them know their favorite drink is waiting for them*



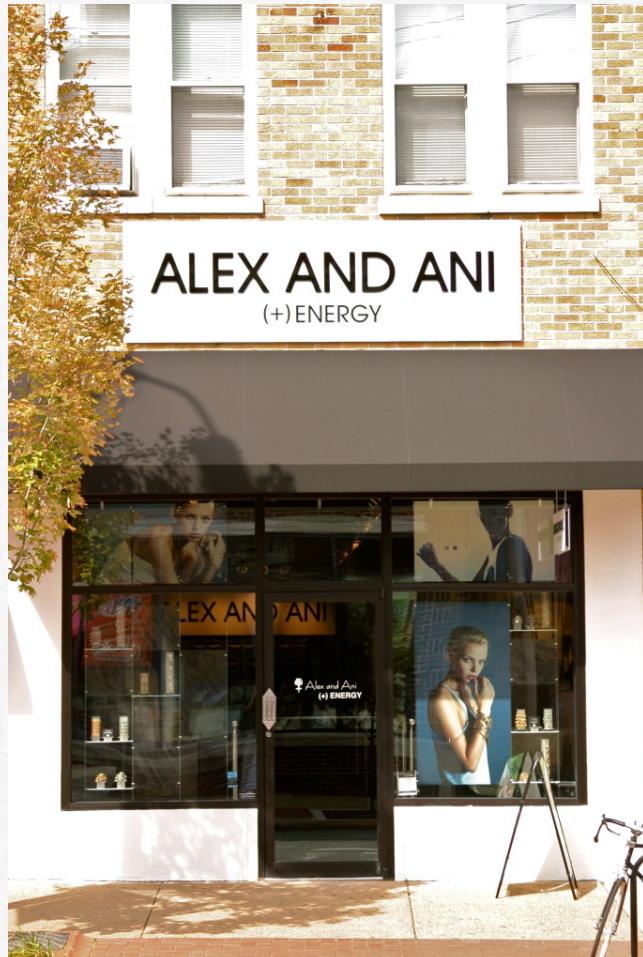


**For Retailers**

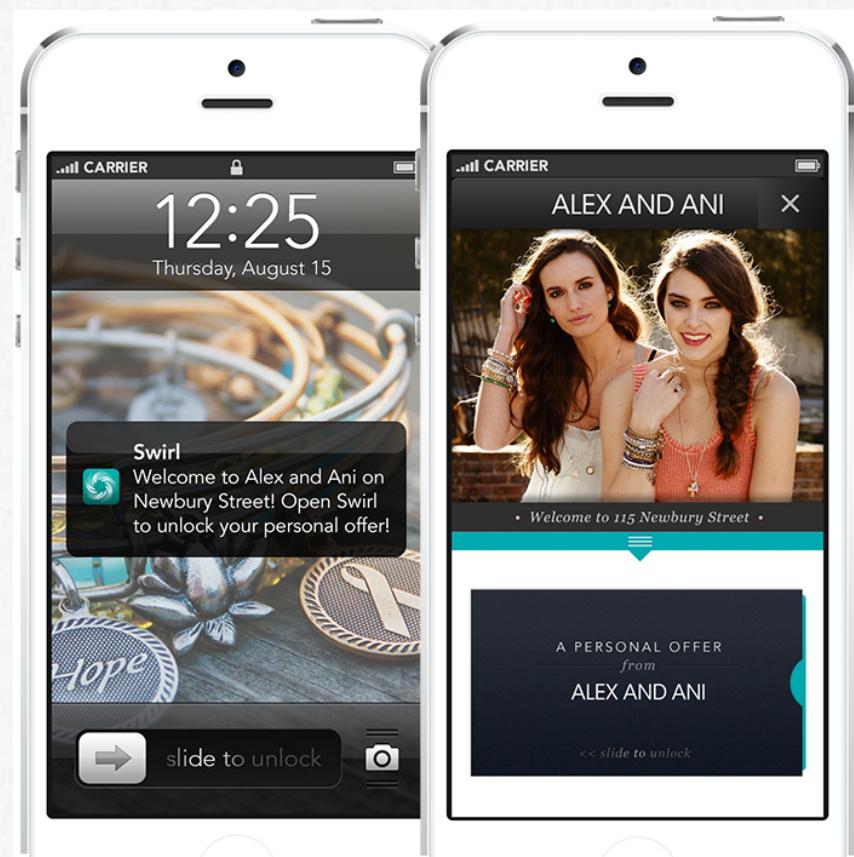


# Send personalized offers

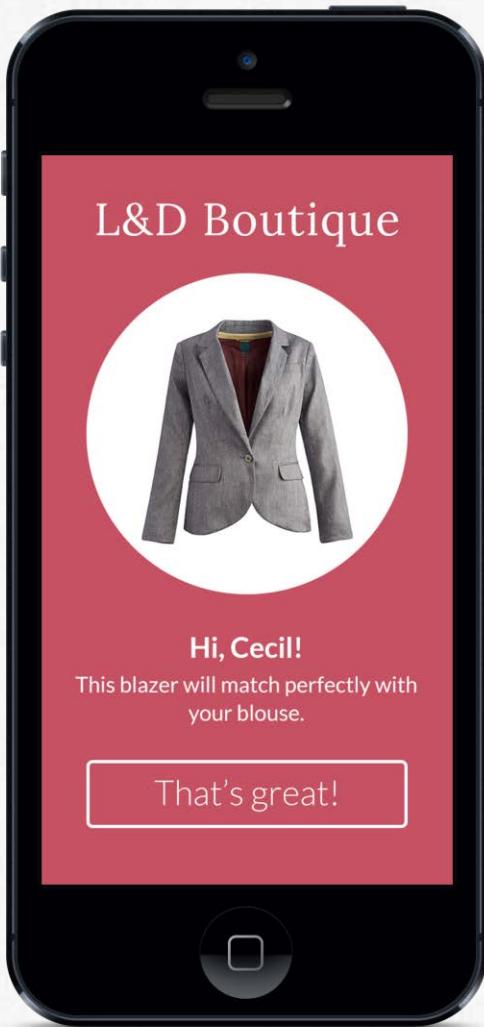
*Tailor the offers depending on the purchase history of the consumer*



Source: Swirl x Alex and Ani



## Cross-sell items



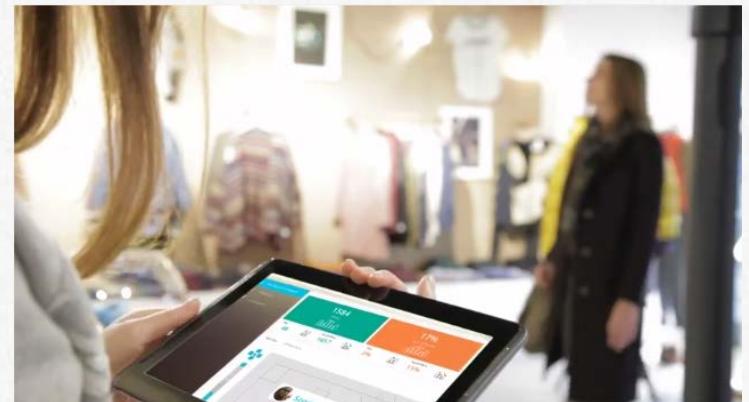
*Recommend a matching jacket  
when consumers pick up a blouse  
from the rack*



# Alert sales associate



*The Beacon-enabled app can pull details such as your name and even preferences. Sales associates will be able to greet you by name and provide personalized assistance.*



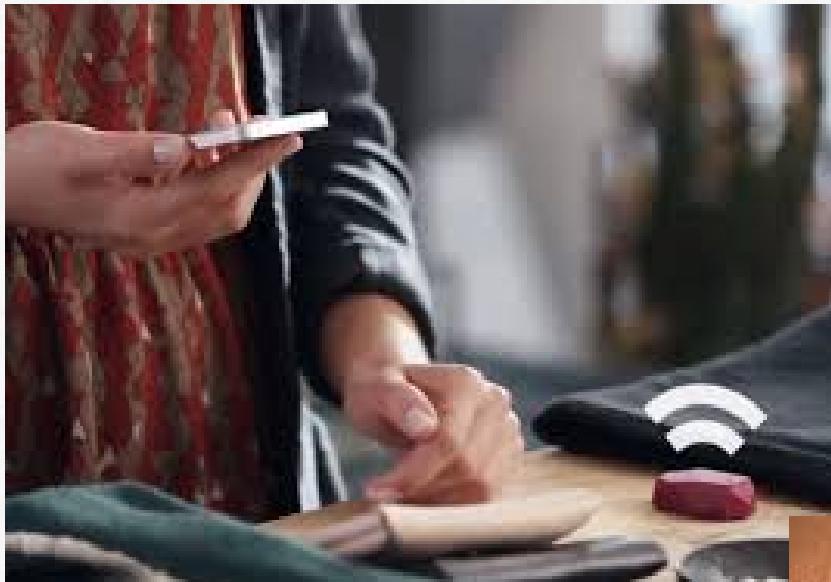
Source: <https://www.youtube.com/watch?v=q83BwsXf7II>

# Showcase select items

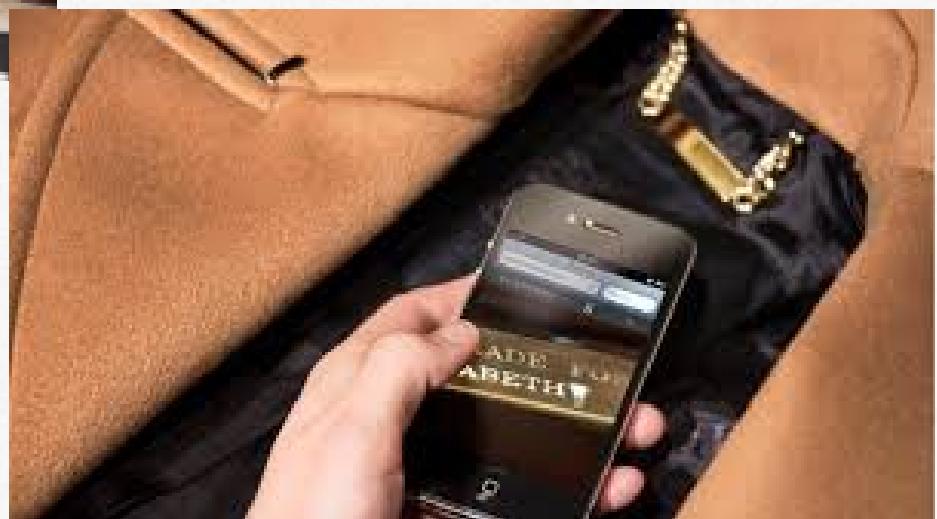


*The Beacon-enabled app can alert you when an item you favorited online is available in-store.*

## Tell a product's story



*Show more details about a product such as a behind-the-scenes interview with the designer .*



**For Sports, Entertainment, and Events**

## Reward visits

*Unlock a special coupon for consumers who are visiting the stadium for the first time*



The screenshot shows a mobile application interface for MLB.com. At the top, it displays signal strength, the time (4:45 PM), battery level (21%), and the MLB.com logo. Below this, there's a header section with a small stadium icon and the text "Now Visiting Citi Field". The main content area features a promotional offer: "Special Offer for your 1st visit" with a picture of a hot dog and the text "Get \$2 off a Hot Dog Presented by Nathan's". It also includes a QR code and the number "123-45-6789". Below this, there's a "Save for Later" button and a section stating "Every 10th visit unlocks a special offer". At the bottom, there are five small icons, each consisting of a stylized letter 'N' inside a square frame.

Source: MLB At the Ballpark app

# Direct people to their seat



*Send alerts when they are near a stage where an artist had his first live show, or a homerun*

A screenshot of a mobile phone displaying the MLB.com app. The top status bar shows signal strength, AT&amp;T network, time (4:45 PM), battery level (21%), and a small profile picture. Below the status bar, the MLB.com logo is centered. The main content area features a thumbnail image of Citi Field with the text "Now Visiting Citi Field". Below this is a stadium map titled "Looking for your seats?". The map shows the layout of Citi Field with various sections labeled by number. A specific section, "Section 110", is highlighted with a red oval. Below the map, text indicates "Section 110" and "120 ft.". At the bottom of the screen, there is a button labeled "Explore Citi Field" with a blue arrow icon.

Source: MLB At the Ballpark app

# Upsell seats



*Guide guests to which seats are still available and let consumers upgrade theirs*

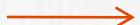




**For Real Estate**



# Highlight notable features



Light it up

For the final show-stopping piece, this heirloom-worthy Brissi candelabra is exquisitely sculpted and finished in silver plate. It will perfectly frame a mantelpiece, or complete a dining table arrangement.

*Draw attention to certain objects when a consumer walks past it*

# Highlight certain rooms



*Enhance the open house  
experience by pointing out  
certain improvements  
you've made to the house*



# Alert consumers of listings



*When a consumer walks by a listed property, a push notification can tell them if a property is for sale.*



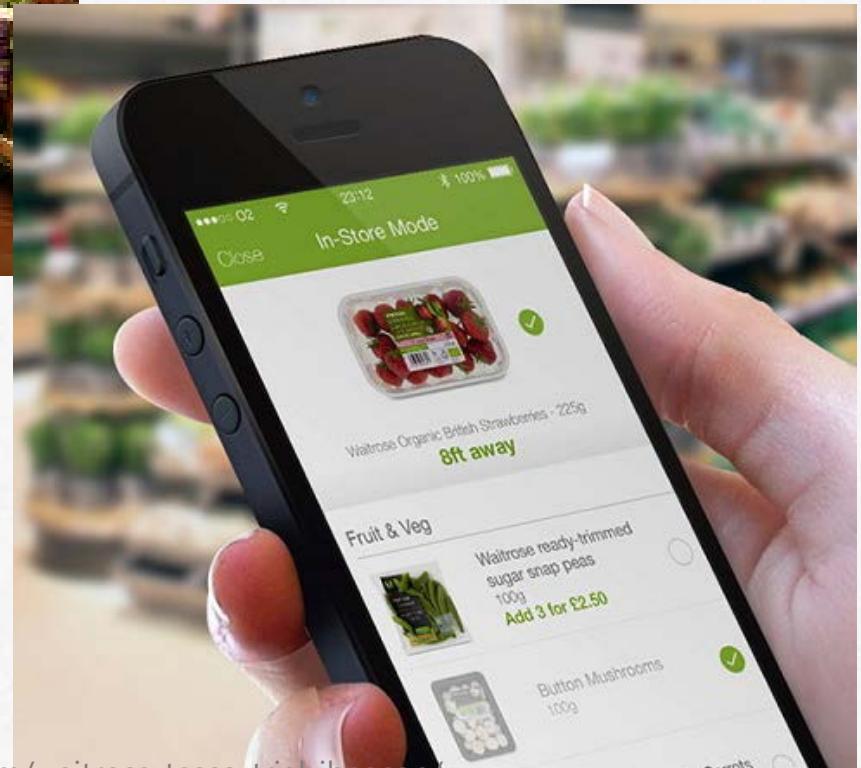


For FMCGs

# Show item locations

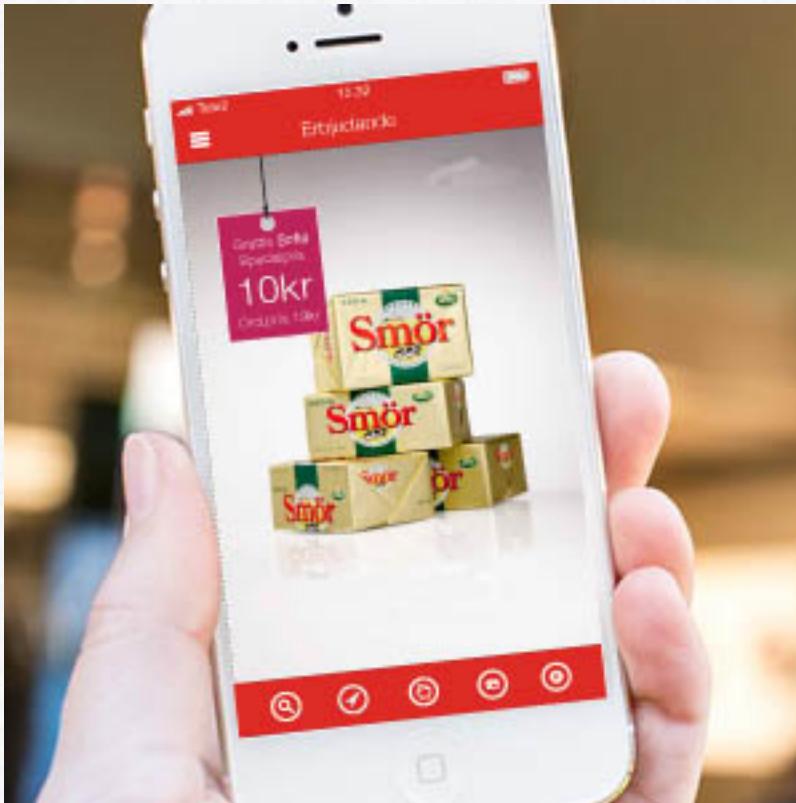


*Alert consumers that they have strawberries on their shopping list when they pass by the fruit aisle.*



Source: Waitrose <http://retail-innovation.com/waitrose-tesco-trial-ibeacon/>

# Cross-selling



*If a consumer is shopping for pasta, you can push a coupon for a complementary tomato sauce. You can also alert them to promos for that item.*

# Enable in-store pick-ups

The screenshot shows the Tesco mobile app's shopping list interface. At the top, it displays signal strength, the time (12:30 PM), battery level (100%), and a navigation bar with a back arrow, a 'Shopping List' title, a blue square icon, and a magnifying glass icon. Below this, the 'Guide price' is £11.24 and the 'Ticked price' is £0.00. A large green plus sign button is labeled 'Type a quick list'. The main area lists items with their prices and a green circular quantity indicator:

- Tesco British Semi Skimmed Milk 2.272Ltr/ £1.39 (5+ days) - Any 3 for £3.00 (Quantity 1)
- Tesco Clementine Or Sweet Easy Peeler £0.35 (3+ days) (Quantity 1)
- Tesco Beef Lean Steak Mince 500G £3.00 (3+ days) - SAVE £1.00 Was £4.... (Quantity 1)
- Tesco Unsmoked Back Bacon 14 Rashers £4.00 (1+ months) - 3 for £10.00 or 2 for... (Quantity 1)
- Cathedral City Mature (Quantity 1)

At the bottom are buttons for 'Edit', a shopping basket icon, a sync icon, and a download icon.

*Let customers order online and pick up in-store. As soon as the customer walks in, a receipt pops out, showing which items he is picking up.*



## Help them shop



*Remind consumers to pick up items on their shopping list when they pass by that aisle.*



# Banking and Finance

# Welcome consumers



*Banks can use beacons to send a welcome message to a customer when they walk in. They could even remind the consumer of the last transaction he had with the bank.*

## Check busy time and days



*Track the busiest days and times in certain branches.  
This will help banks adjust their staff level.*

# Learn about consumers' habits



*With beacons, you can observe which customers are using which branches. You can even check what time they usually visit, and how long they stay.*



## Hotels and Resorts

# Direct guests around the hotel



Show an indoor navigation map of your hotel and take your guests on a tour around your property. It's also helpful for directing guests to their hotel room.



Source: Venetian Palazzo Mobile Concierge app

# Send location-based offers



*Send alerts on a dinner set menu when they pass by the restaurant, or a coupon for a free welcome drink when they pass by the bar.*

## Turn on room controls conveniently



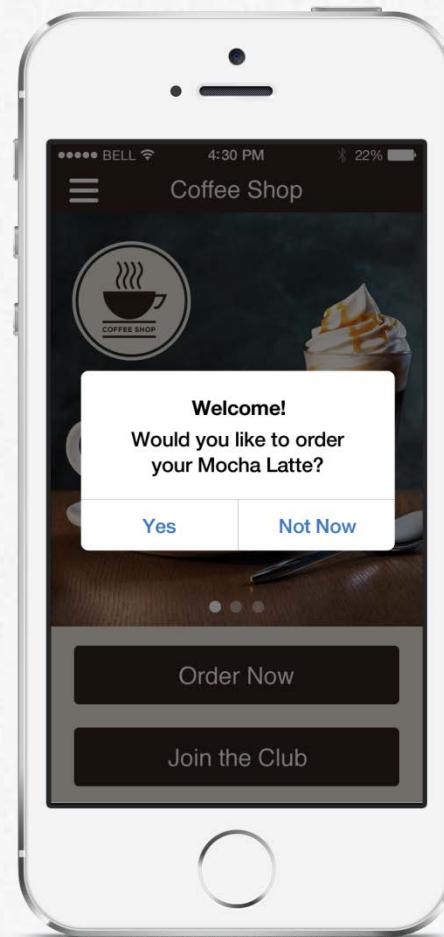
*When a guest enters his room, the app can activate in-room controls such as lighting, and air conditioning.*

## Restaurants and Cafes

# Personalized service



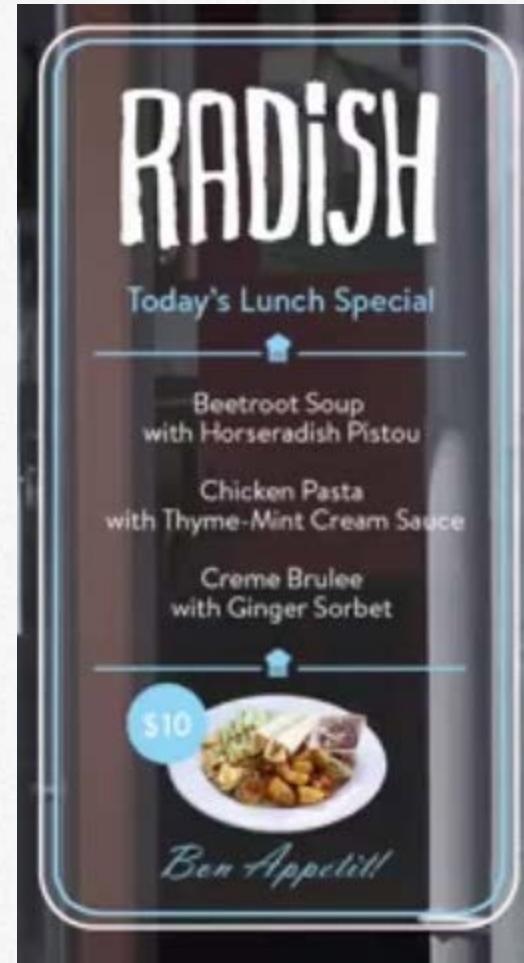
*Send offers based on an consumer's purchase history.*



## Feature daily specials



*Entice consumers to go  
in your store by  
featuring your menu for  
the day.*



# Invite nearby consumers



*When a consumer is within the vicinity of your restaurant, beacons can trigger a push notification inviting them in.*



---

# Is this possible in the Philippines?



# Yes, it is.

12/09/2014 Fri 04:29 in Philippines by Oliver Bayani

## Globe, Mobext, IDDI brings beacon tech in PH



Store shelves and shop mannequins can soon "talk" to Filipino shoppers, following a pioneering project from Globe Telecom, pure-play mobile marketing agency Mobext and In-Store Digital Display International (IDDI) introducing beacon technology to more retailers in the Philippines.



Millions of users  
+ customer data

The Mobext logo, where the word "mobext" is written in a lowercase, black, sans-serif font. The letter "x" has a red underline.

Mobile  
marketing  
experts



Interactive  
point-of-sales  
display

Let's explore how  
Beacons can work for  
your business.

# mobext

Philippines

For more on mobile, visit  
[mobext.ph](http://mobext.ph)



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[Facebook.com/  
mobextphilippines](https://www.facebook.com/mobextphilippines)



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