RFproximity and myBeacon use licensed Apple iBeacon technology and are compatible with iBeacon-enabled products and applications.

mybeacon™
ibeacon/app/CMS/analytics

www.mybeacon.co.uk
myBeacon offer integrated iBeacon solutions for retail, exhibition and public information uses.

We can build a new Mobile Application or modify any existing Application to react to received iBeacon transmissions. For example, in a museum, art gallery or zoo a differently coded iBeacon can be placed at each exhibit with the code of each beacon linked within the Application to a particular page within the App.

“Simply install our small stand-alone iBeacons, add the content to display with our easy to use Content Management System, use our App (or yours) to deliver your content and view user interactions as they happen.”

The information displayed within each page (including text, images, sound etc.) can either be written into an Application or dynamically linked to a content management system held on a web server.

In retail applications iBeacons can be used to welcome customers to stores, locate specific items within a store or even to trigger the display of a time-limited offer on a customer’s mobile phone as they approach the product concerned.

iBeacons are also ideal for public or community messaging. For example, if a community information App contains links to a web server, details and pictures of a lost child could be quickly uploaded to the server and immediately displayed on the mobile phones of all App users who come within range of any of a group of iBeacons.
Retail Applications

- In a clothing store, a differently coded ibeacon can be placed at each item of clothing to show any relevant offers and product info
- Customers can be greeted upon entry to the store
- Use a map to help customers navigate through the store and announce special offers
Exhibition Applications

In a museum, art gallery or zoo, a differently coded iBeacon can be placed at each exhibit with the code of each beacon triggering the display of information relevant to each exhibit.
Out of Home
- Integrate in bus shelters, OOH posters
- Reach passing trade outside your store
- Share tourist information / guided city tours
- Know what people “like” on Facebook and show them details of an article as they pass your store or advertising site

Brands
- Target your customers within centimeters of your brand
- Extend the effectiveness of your mobile strategies by adding real-time context to your offers and services to engage customers in the right way at the right time.
- Build loyalty and preference by making mobile communications relevant and timely
The myBeacon online CMS gives powerful analytics
Understand your iBeacon performance and accelerate towards your goals
Refine and improve your offerings based on analytics

Our online system manages your content delivery
It tells your app what to trigger when it sees an iBeacon
RF proximity and myBeacon use licensed Apple iBeacon technology and are compatible with iBeacon-enabled products and applications.

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Download our demo app today!