GÄSTE HASSEN CHECKIN/OUT

BEACON TECHNOLOGIE
Overview Beacons

The location-based technology of the

The possibility to offer location-based services to
users depending on the environment, offer completely
new opportunities for many industries

• Enables to pinpoint the exact geo-location of
  smartphones indoor

• Based on: Bluetooth Low Energy (approx. 560
  million compatible smartphones worldwide)

• Direct interaction, engagement with smartphones as
  soon as they are in a defined range (up to 50
  meter).

• Previously installed application can be triggered to
  perform a specific action, at a specific time, at a
  specific location.

• Effortlessly interact with people, in a physical space
  through their smartphones
BEACONS
"Get closer than ever to your customers. So close that you tell them what they need well before they realize it themselves."
8% BEDIENEN BT
NOCH VOR DEM HOTEL
WELCOME BACK
SMART-WATCH
KEIN ANSTEHEN
AUTOMATISCHE ERKENNUNG
OFFENER AUSTAUSCH
GÄSTE WÜNSCHE
RICHTIGER KONTEXT
BEACONS

iPAD

CONICHI APP & LOGIN

GUEST APP/SDK