Beacons and Tourism
What are beacons?

• Beacons are simple devices that send one-way BLE (Bluetooth low energy) signals.
• These signals can be read by nearby Bluetooth-enabled devices.
• Beacons can be deployed at fixed places such as airports, museums, and bus stops, as well as attached to movable objects such as bicycles and taxis.
• The iBeacon BLE system, works on most iDevices, and delivers a Unique Identifier UUIDs, plus it can assist with location wayfinding.
• The Eddystone system is open source and offers cross-platform support for both iOS and Android, and can give location information plus it can pass: an opaque unique ID (UUID), a URL, and block of telemetry information containing beacon status and runtime values.
How does this affect Tourism

• By 2018, 44% of all airlines will have Beacon Technology in the check-in area, in transit zones and in certain areas of the airport where passengers gather. Up 500% from 2015.
• Forbes just called 2015 “The Year Of The Mobile Beacon”
• Lastly User & Industry adoption
How Reno Tahoe will be using beacons
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Questions