

BRRR

Activity

SEARCHING

Synchronize now

30 minutes caching

1 hour caching

1 day caching

2 days caching

1 week caching

weeks caching



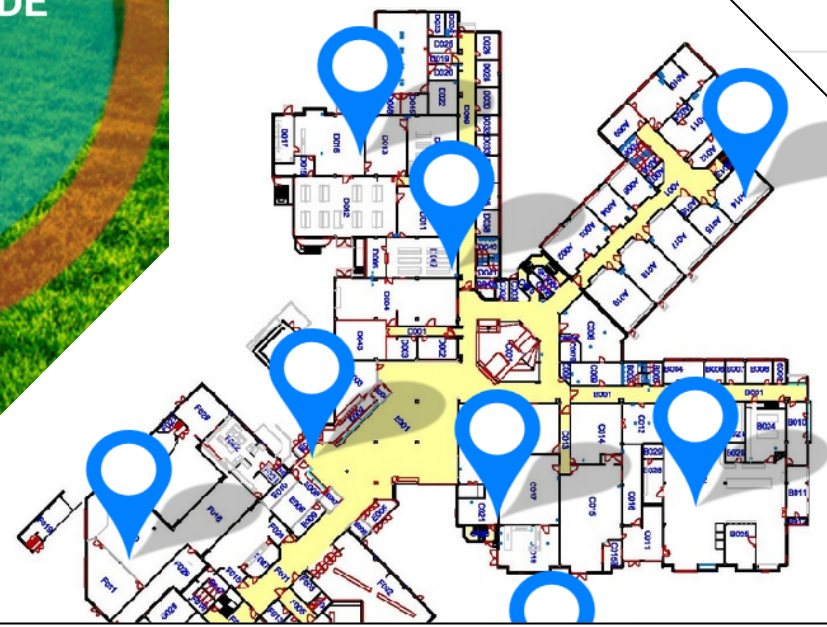
Content

Title *

Nice Beacon

Description *

Beacon at the see



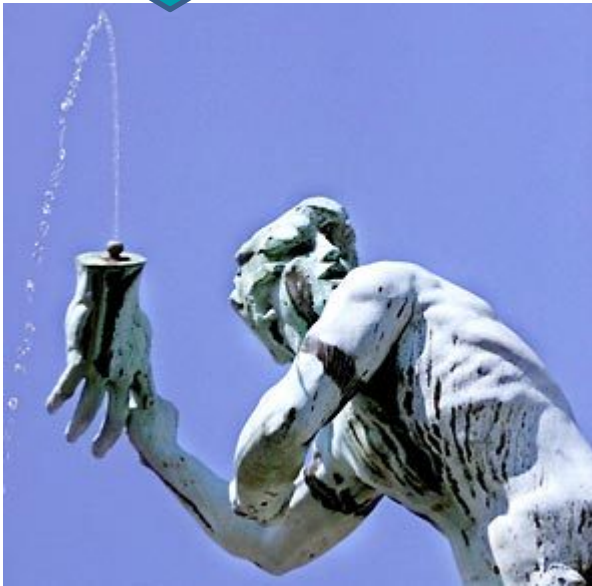




What if ...

What if all things could speak?
What would they say?

Hi, I am Silvio Brabo. You want to see how far I can throw?



I am the cathedral of Antwerp, I am 123m tall and I have Rubens inside. Come and see!











This now is possible!

Through our BRRR-app and CMS-system.




This now is possible!

Through our BRRR-app and CMS-system.

Beacon-CMS Users Client users Beacons Groups Translations

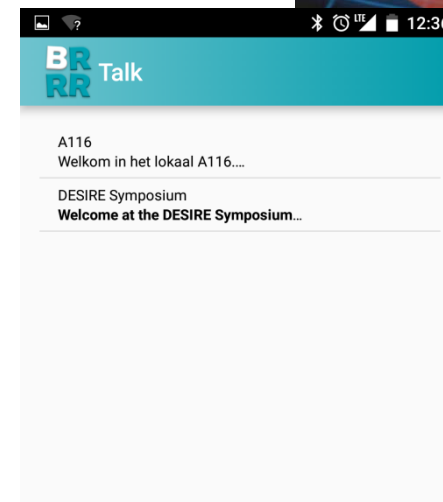
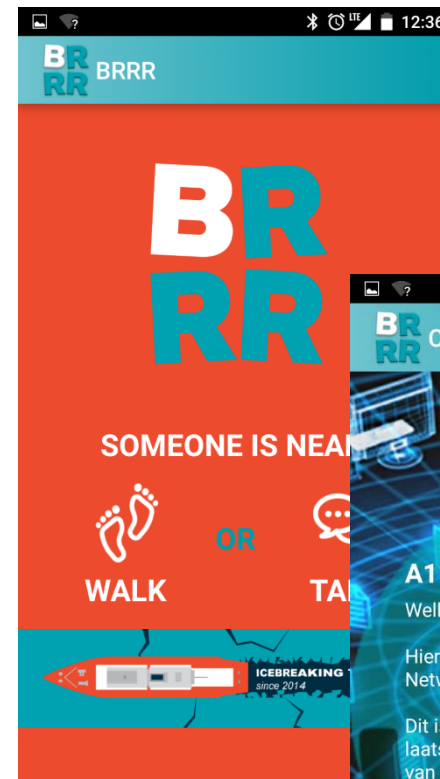
Beacons list Create beacon Beacon Map Beacon info

UPDATE DELETE

Title	KVM VIP
Description	<p>Noordzeegarnalen op een torentje van bloemkool Mont Asolo – Pinot Grigio</p> <p>Pastinaaksoep Weingut Zimmerman - Chardonnay</p> <p>Sorbet van peer – cava – champagne</p> <p>Reefilet met puree van geitenkaas en wintergroenten Juliénas – Chateau de Durette – Cru du Beaujolais</p> <p>Dessert van de chef Jeffrey's Bay – Sauvignon Blanc</p> <p>Koffie met zijn huisgemaakte winterlikeuren</p>
Picture	

BRRR & BRRR2

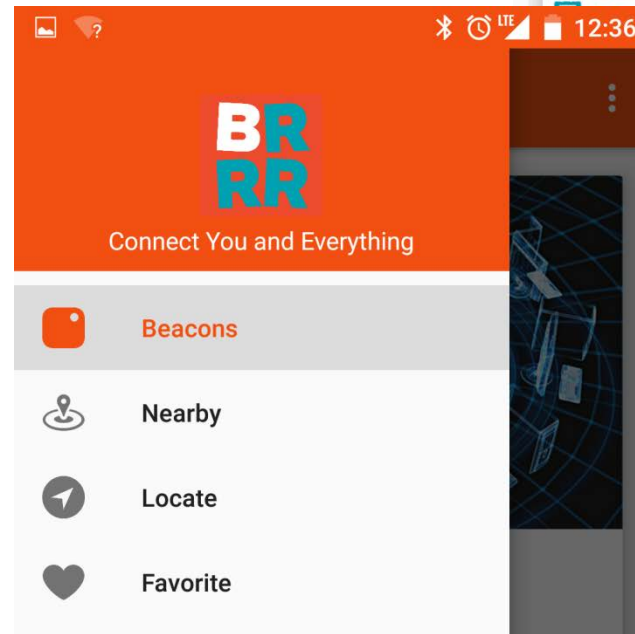
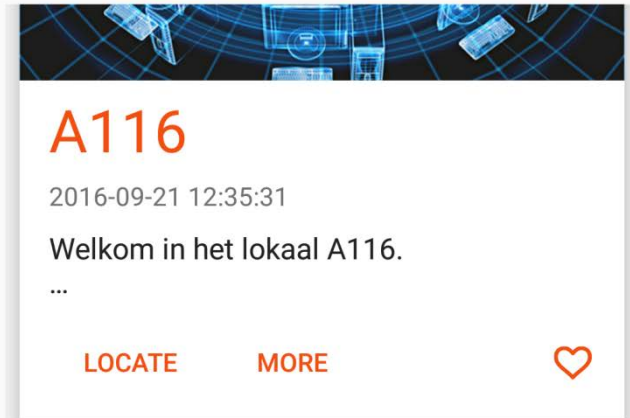
- Features BRRR
 - Notification
 - Display photo
 - Display text
 - Link to extra information
 - Multiple beacons in one list
 - Groups
 - Settings
 - Cache for connection loss
 - Range
 - Scanning period



BRRR & BRRR2

- Features BRRR2

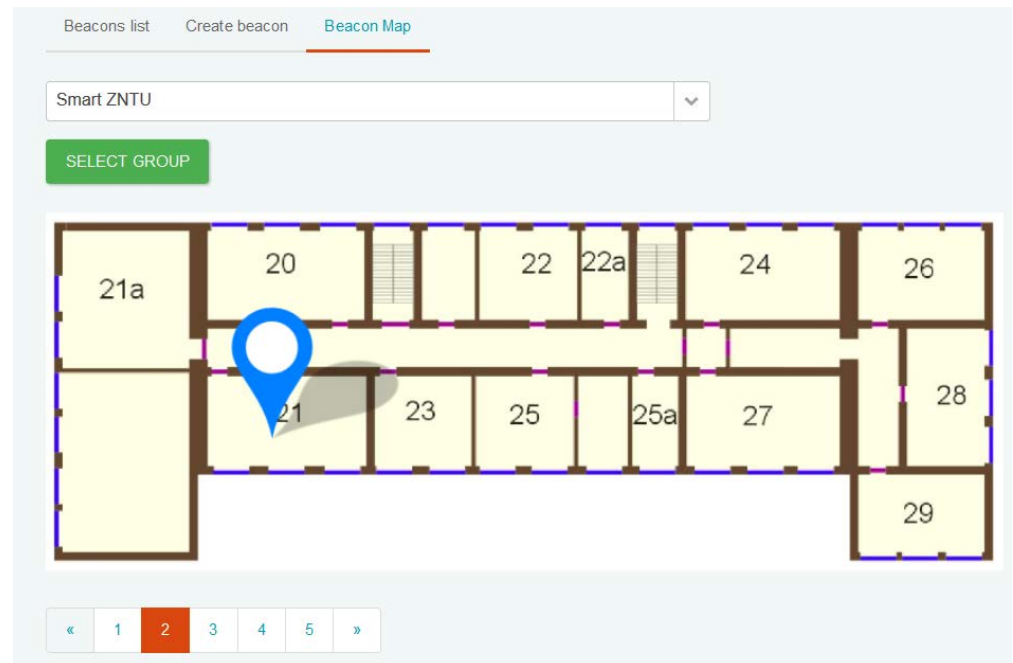
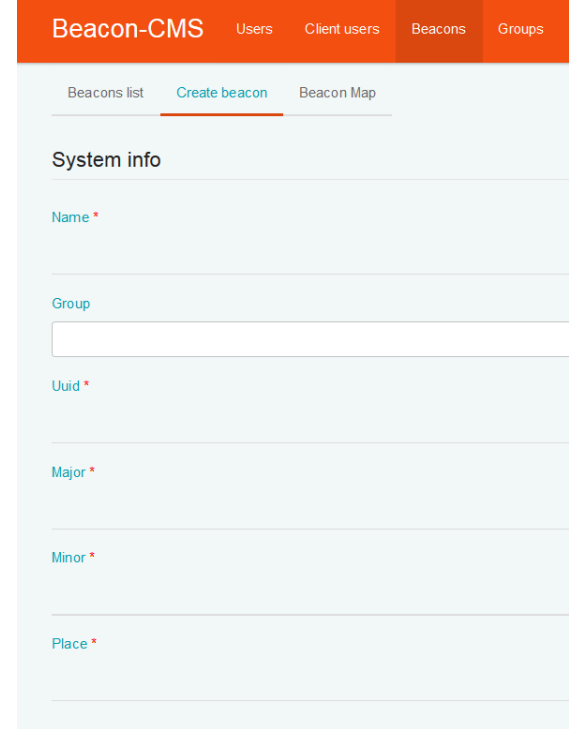
- Attractive list multiple beacons
- Prioritize list
- Automatic link
- Favorites



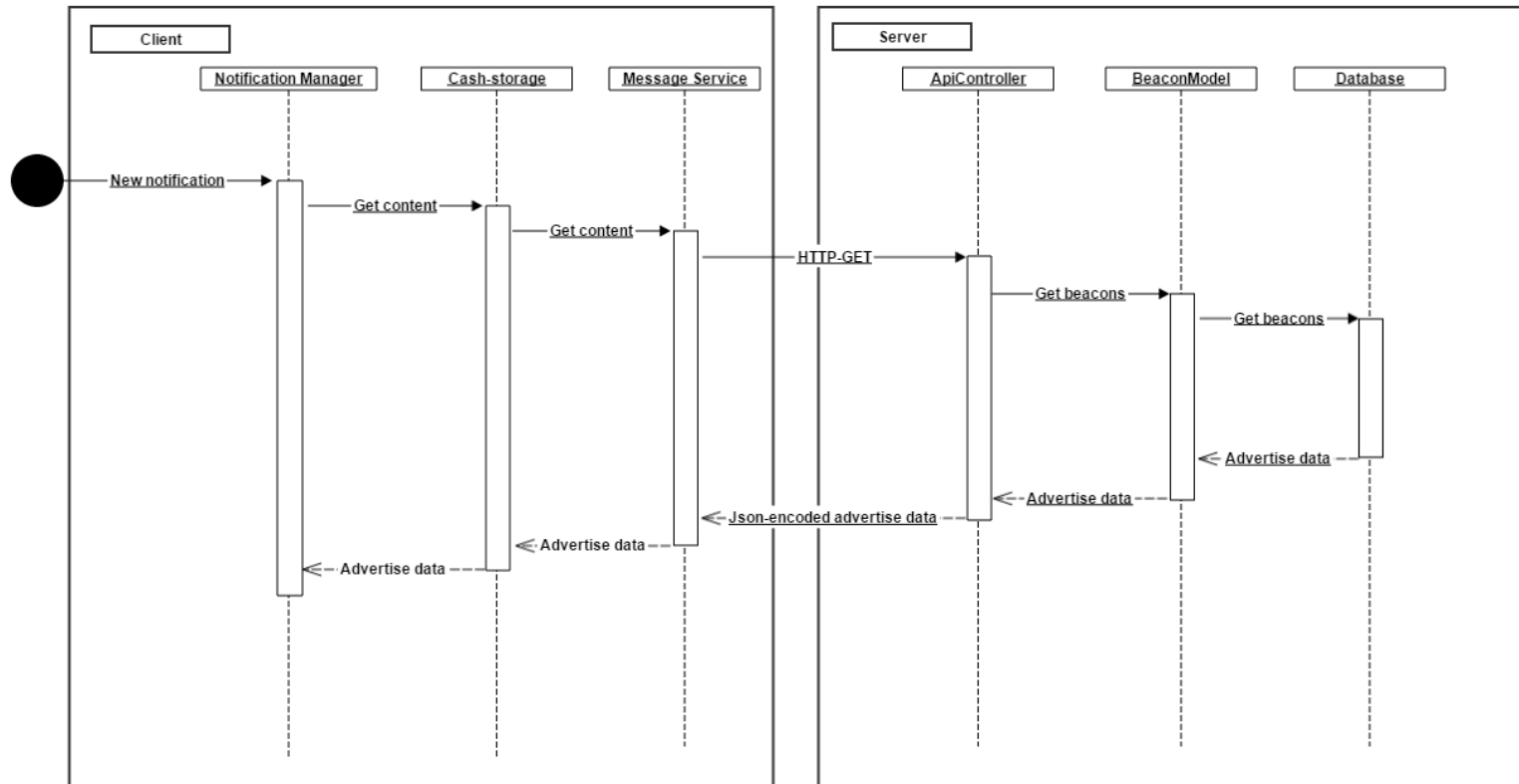
Content Management System

- Features CMS

- User: beacon owners
- Client user: app user
- Beacons: create & manage beacons
- Group: group beacons + add user
- Maps
- Translations



Android Application-CMS communication



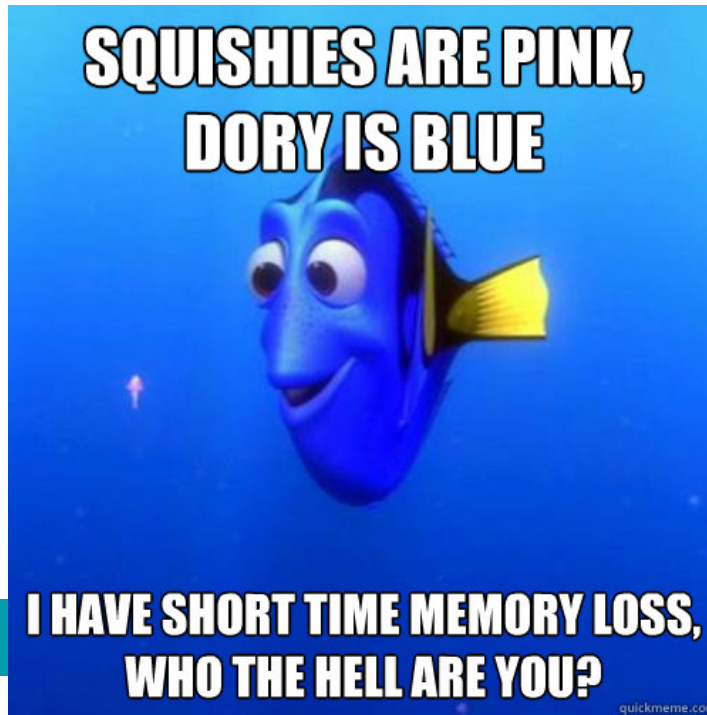
Applications

- Tourism



Applications

- Interactive hospital



Applications

- Cafeteria



Applications

- Youth Clubs



Applications

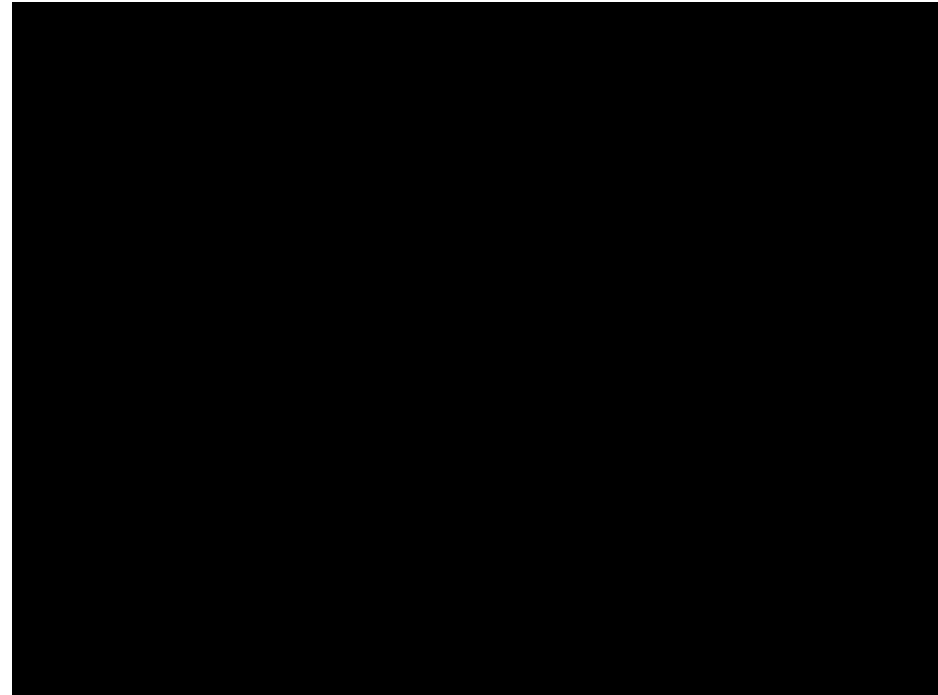
- Digital Windows



Applications

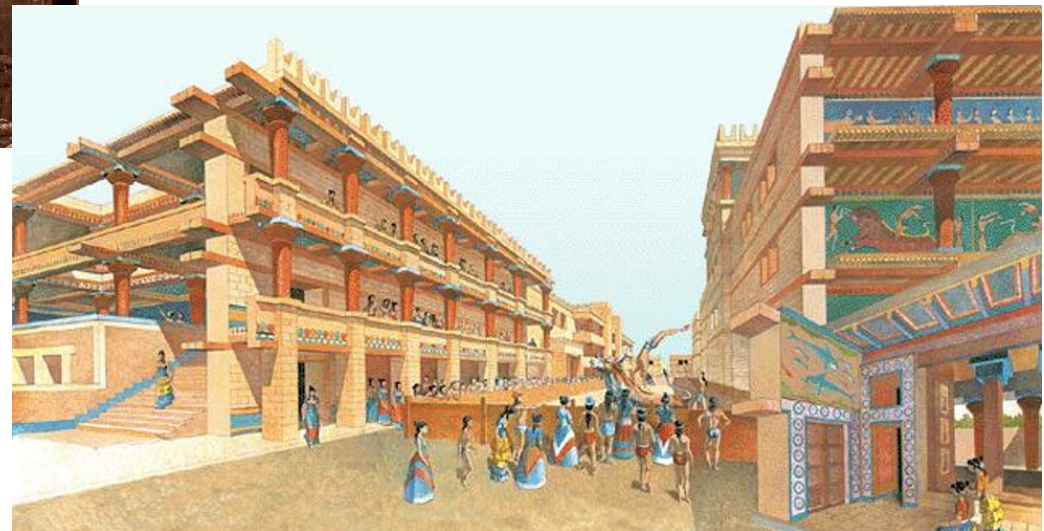
- Museum

- Urn from Highway to Hell



Applications

- Museum
 - Knossos



Applications

- Digital billboards



ROCK WERCHTER
30 JUNE - 3 JULY 2016

RAMMSTEIN THE KILLERS

RED HOT CHILI PEPPERS

ADELE EDITORS DRAKE

Bastille Biffy Clyro Black Box Revelation Blink-182
Chase and Status Deftones Dropkick Murphys Eric Clapton
Family Of The Year Florence And The Machine Flume Foals
Foster The People Halestorm Hardwell I Love Makonnen
Iggy Azalea Incubus Intergalactic Lovers Jack Ü
Lana Del Rey Oscar And The Wolf Pink Royal Blood
Rudimental Sia Snoop Dogg Tame Impala The Kooks
The Libertines The Subs The Weeknd Twenty One Pilots
Within Temptation Years & Years You Me At Six Zomboy

#RW16
ROCKWERCHTER.BE
Tickets : proximusgoformusic.be



Business?
Of course!

- Educational approach: get punished / rewarded in a real market situation
 - => transfer to entrepreneurial students
- Legal / privacy / technical demands (high availability – server synchronization)
- Keep development going
- How:
 - €20/beacon
 - €20/beacon/year CMS access



Business?

Of course!

- Customers
 - City of Merksem
 - KV Mechelen football club
 - Rijkervorsel Heritage Museum
 - Sint-Jozef Hospital
- International!?
 - ZNTU Smart Campus
 - Others? You?



Future

- CMS-AI
 - Multiple content to one beacon
 - Algorithm to decide which to display
 - Male – Female
 - Amounts of registration
 - Web-available parameters (weather, news, etc.)
- “Story-telling-marketing”
 - Keep the user amused: marketing strategy



Future

- “Piggy-Backing Sales”
 - No time + no core activity
 - Keep half of profit



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 - Zaporizhzhya National Technical University
 - Jiangnan University

EMSYS
@THOMAS MORE

THOMAS
MORE



Acknowledgement:



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Verlangen
Wunsch
Túžba
Прагнення
ნატვრა
ճանկություն





Ready for your own experiment?

Find our app today in the Google Play Store
and start your own beacon-experiments:

- <https://play.google.com/store/apps/details?id=com.kyvlabs.beaconadvertiser&hl=nl>
- <https://play.google.com/store/apps/details?id=com.kyvlabs.brrr2>

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