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# Beacon Technologies: The Hitchhiker's Guide To The Beacosystem



## Synopsis

Proximity technology—in particular, Bluetooth beacons—is a major source of business opportunity, and this book provides everything you need to know to architect a solution to capitalize on that opportunity. Learn the key standards—iBeacon, Eddystone, Bluetooth 4.0, and AltBeacon—and how they work with other proximity technologies. Then build your understanding of the proximity framework and how to identify and deploy the best solutions for your own business, institutional, or consulting needs. Solutions architects of all types—venture capitalists, founders, CEOs, strategists, product managers, CTOs, business developers, and programmers—will learn about the following from reading *Beacon Technologies: The Hitchhiker's Guide to the Beacosystem*:

- The disruptive implications of digital “physical convergence and the new applications it makes possible”
- The key standards that solutions developers need to understand to capitalize on the business opportunity of proximity technology
- The new phenomenon of beacon networks, which will be hugely significant in driving strategic decisions and creating wealth
- Other technologies in the proximity ecosystem catalyzed by and complementary to Bluetooth beacons, including visual light communication, magnetic resonance, and RFID
- The Beacosystem framework for analyzing the proximity ecosystem

Steve Statler is a writer, public speaker, and consultant working in the beacon ecosystem. He trains and advises retailers, venue owners, VCs, as well as makers of beacon software and hardware. Previously he was the Senior Director for Strategy and Solutions Management at Qualcomm's Retail Solutions Division, helping to incubate Gimbal, one of the leading Bluetooth beacons on the market. He is also the CEO of Cause Based Solutions, creators of Give the Change, democratizing philanthropy, enabling non-profit supporters to donate the change from charity branded debit cards, and developer of The Good Traveler program.

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## Customer Reviews

Phenomenal comprehensive tutorial on the Beacosphere. A living treatise written for both the layperson and those involved in one aspect or another with this new and evolving space. Highly recommended.

I'm only 30% through the book but so far this has been one of the best books covering this technology. It covers almost anything you can think of regarding Bluetooth low energy beacons. It's also very up to date and covers the announcements made by Google during their 2016 I/O conference (physical web, new Eddystone features...etc). Another important thing to note is that the Kindle format is a pleasure to read; the images are clear, colors are great and formatting is perfect. I'll probably end up buying the physical copy just to have it as a quick reference that I can easily grab off my bookshelf. This is a highly recommended read, and it covers all aspects from technical to business to analysis of the current players in the market. I honestly can't find any negatives so far!

If you are looking for a crash course in the entire Beacon eco-system this is the starting point. It has the right balance between sharing enough information to really help you understand the concepts and the business applications without getting too far into the technical weeds. This book will give you or your team the foundation to start to think about the why, the how and even a little bit of the who in order to deploy your specific strategy. Highly recommended for any executive looking to get a crash course on location based marketing with beacons.

A treasure trove of information on beacons and related technologies across the proximity marketing and location based services ecosystems. Includes useful information about the technologies and their real-world application as well as business and policy matters. The authors span a broad cross-section of the industry, providing for a variety of expert perspectives that would be hard to find in any other single place. It is a handy go to reference guide for the executive and hands on practitioner.

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