

Real World Examples

Working with City Business Links initiatives in local business networking and communication improvement have enabled the following services to be developed.

How a Taxi company can compete with Uber

The use of Nearby Notifications alongside existing customer services brings in higher revenues by placing value add services alongside the traditional local cab process of receiving a request for travel and processing that travel request.

The use of beacon technology allows the potential cab customer to place a web order from the high street after a direct prompt from a beacon on board the cab or local restaurant.

This helps compete with the Uber style application of ordering the closest cab from the Uber App.

More Apps to the public. More journeys for the Cab Company.

Where the technology allows the cab business to further improve is specific offers to groups that will provide second and third levels of income generation.



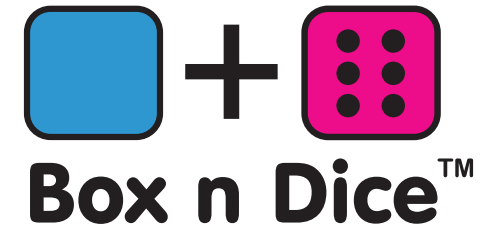
Coffee Shops - Increase Your Revenues

City Business Links (CBL) FioFro Limited's Business to Business portal is a global best practice award winning platform.

In its current format it provides members with the ideal online networking and benefits realisations package with business offers and initiatives included in the annual or monthly fee (After month 3).

CBL – increases businesses revenues at street level, this can be provided in a number of ways. Some listed below.

- Introduction fees from CBL and agents
- Increase revenues by making the Coffee Shop a CBL meetup venue.
- Extensions of "The Physical Web" to the high street through Boxndice Media Solutions. Hotspot technologies. CBL "Meet Up".
- Introductory offer, free managed beacon with menu, voucher and social media links.



The Physical Web - Internet of Things (IoT), Nearby Notifications
Bluetooth 4, 5, Apple iBeacon, Google Eddystone

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What's It All About?

Googles “Nearby Notifications” helps users to discover what’s around them, by surfacing location-specific notifications for apps and websites, with no prior app install required.

Using Nearby Notifications, you can:

- ✓ Drive your own app installs.
- ✓ Open personal or business profiles in social apps.
- ✓ Launch conversations or chatbots inside messaging apps.
- ✓ Drive consumers to content about nearby products.
- ✓ Help users explore store inventory.
- ✓ Drive check ins, reviews within local/travel apps.
- ✓ Book online services through your mobile phone - Locally.

Nearby Notifications works with all types of Eddystone beacon, and also iBeacon.

There are two basic types of experiences that you can provide using Nearby Notifications:

- **Link to an HTTPS URL** to provide a notification to the user, and open the URL in the browser when the user taps the notification.
- **Trigger an app intent** to launch an app that is already installed and perform a specific action. If the app isn’t installed, the user is taken to the Play Store where the app can be installed; the user can then continue to the feature specified by the developer.

Neither experience requires that an app is installed on the user’s device.

What is a BLE beacon?

A BLE beacon is a wireless device that periodically broadcast a Bluetooth Low Energy (BLE) advertising packet.

This can be received by a smartphone or smart device and can enable you to determine your position with respect to the beacon itself.

This technology enables relevant information to connect the mobile user to the online (virtual) world with the offline (real) physical world.

Beacons can support the two main BLE-beacon format technologies on the market: iBeacon - Apple in 2013, and Eddystone -Google in 2015.



As a retailer or business what can I do with this technology?

- ✓ Mobile ticketing
- ✓ Mobile vouchers, coupons and loyalty cards
- ✓ Content purchase and delivery
- ✓ Information Services
- ✓ News
- ✓ Stock quotes
- ✓ Sports scores
- ✓ Financial records
- ✓ Traffic reporting
- ✓ Emergency Alerts
- ✓ Location Based Notifications



Low Power Bluetooth Beacon - BLE Technology

BLE technology (Bluetooth Low Energy) is based on Bluetooth 4.0 standard, it works at 2,4GHz and it adapts to marketing logic on smartphones and tablets. BLE technology has very higher reading distances, up to 100 m.

The potential of this technology is perfect for mobile devices and many business applications.

Why choose BLE technology?

- As opposed to RFID technology BLE technology is based on a globally recognized standard
- it's immediately available on mobile without the need of a dedicated device

Business Process Improvement - How can I make my business more efficient?

Understanding where your business is currently and what you want to achieve is the starting point for business process improvement. As Is – To Be.

Many occasions we find technology drives innovation and helps a business perform more efficiently in today’s competitive market.

By examining:

People - What they do,

Processes - Is this the best way to handle this task?

Systems - Do they give the business full capability in a given scenario?

We can usually find a more efficient way to deliver a product or service to an ever changing client base and how they communicate today.