

PassBee Media Launches iBeacon For Ultra-Precise Location Based Marketing

Mobile developer PassBee Media announces the launch of its iBeacon technology for laser precision in targeting digital offers

PLANO, TX, USA, January 21, 2014 /EINPresswire.com/ -- [iBeacon](#) could change the game for

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retailers and manufacturers, giving early adopters a huge advantage over those attempting to leverage GPS and NFC solutions only. As the digital media firm’s spokesman Scott Hutchinson describes it; “iBeacon provides the ultimate in right time, right place, right medium marketing”.

While [digital offers](#) and coupons, and [location based marketing](#) in general have become increasingly popular,

iBeacon hones in on targeting indoor or in-store consumers for increasing foot traffic, engagement, and sales.

An Accenture Study found 90% of consumers want a more convenient personal shopping experience which includes retailers better integrating the offline and online shopping experience.

This is where PassBee Media steps up with the iBeacon. NFC requires devices to have an NFC chip and have a range of about four inches. GPS fails when it comes to indoor effectiveness and precision. iBeacon can be used both for indoor malls and in-store digital offers and coupons for laser precision in delivering messages and engaging shoppers in the moment.

Leveraging Bluetooth technology iBeacon has a range of about 150 feet allowing retailers and featured manufacturers to pinpoint consumers even within different departments of a store. Using push notifications customers can be greeted, engaged and delivered up to the second mobile offers.

The potential for creating a more personalized shopping experience with this technology appears to be huge. It could also solve many issues retailers have recently found in customer service and staffing, as well as finding the right online – offline blend.

Instead of mobile devices being a hindrance to in-store sales technology like iBeacon, and

PassBee Media's Samsung Wallet offer tool could convert them into being a retailer's best ally. Not only can in-store push notifications deliver a warmer experience but could potentially increase same customer and same store sales significantly. For example; a customer checking out a particular outfit, could be served up customized suggestions for accessories to compliment it elsewhere in the store. The same applies to technology and bigger ticket items like TVs and gaming consoles.

Discover more details on the iBeacon and other digital offer services from Passbee Media online at <http://www.passbeemedia.com/ibeacon>.

Press release courtesy of Online PR Media: <http://bit.ly/1anjuHx>

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