

GLIIF Augments iBeacon with a Branded Visual Flair

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/EINPresswire.com/ -- By enabling an opt in system for consumers the [GLIIF](#) solution builds a client base with every scan, whether that is in store or via print advertisement. Combining this solution with the [iBeacon](#) technology for in store push messaging builds a holistic solution for retail.

GLIIF adds a branded visual flair to retail locations and shopper marketing. By enabling an opt in system for consumers the GLIIF solution builds a client base with every scan, whether that is in store or via print advertisement. Combining this solution with the iBeacon technology for in store push messaging builds a holistic solution for retail establishments worldwide.

Every GLIIF scanned adds to a brand concentric network for push and in-app messaging for an open line of communication. Basically a hyper-targeted database or social network is established with the GLIIF solution. This messaging system can be location sensitive.

The individual GLIIF images are not constrained by URL shortening systems and provide the ability via a web based platform to update and modify destination URL's in seconds.

Auto logo insertion and integrated campaign management are all part of the GLIIF system. This also includes analytics. The GLIIF business model supports generous revenue sharing programs for partners. Every GLIIF created can be scanned an unlimited amount of times.

As opposed to the iBeacon RF technology there is no transmission of data using GLIIF. Individual images are printed and displayed. The mobile user chooses to scan and interact with your brand. The mobile application itself is only taking an photo and sending it the GLIIF server for decoding.



The "Trending" section of the GLIIF mobile application places the logo of your brand on the smartphone of the mobile user. They can forward this information and share it using various social networks. The [GLIIF Reader](#) for iOS is available for iPhone.

The GLIIF solution allows retail to market and engage with a sophisticated solution. In store images can also be used for print advertising.. The combination of the GLIIF solution and the iBeacon in store location service allows retail establishments and brands to maintain and build a viable customer network in and out of the store.

GLIIF is also offering free hyper tags to all LinkedIn, Facebook, Twitter and Google + accounts to link individual profiles. That is over a billion GLIIF's available to everyone. This includes a unique vCard solution. Create an account, download the app and share your information.

About GLIIF: The only branded solution linking the real world to the digital universe while building brand concentric networks.

Press release courtesy of Online PR Media: <http://bit.ly/1gNB6tR>

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