

Bluetooth Location Services



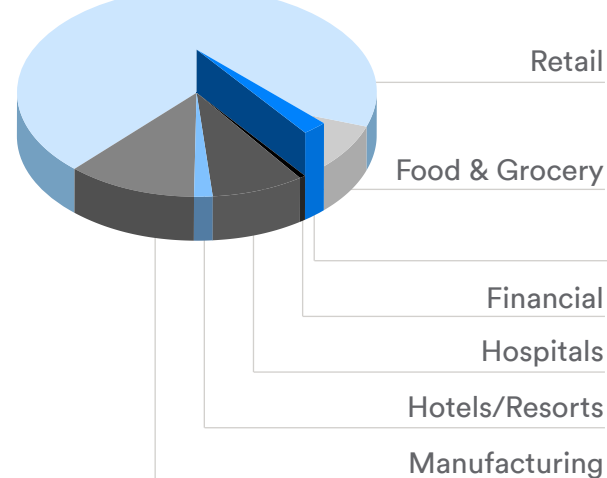
Location Services is the Fastest Growing Bluetooth Solution Area

From general proximity to high-accuracy positioning, *Bluetooth*® powers a range of reliable location services that enhance the visitor experience and improve operational efficiencies.

6x
GROWTH
in annual shipments of Bluetooth location services devices by 2023

431
MILLION
Bluetooth location services devices will ship annually by 2023

Leading Categories of Bluetooth Location Services Implementations



Airports & Public Venues

While retail will dominate the number of location services deployments in the near term, airports provide an ideal example of how easy-to-deploy, cost-effective Bluetooth location services serve a variety of settings — from retail centers, grocery stores, and museums to office buildings, hotels, and sports venues.

Enhanced Visitor Experience

Operational Efficiency

Indoor Navigation

Visitors can easily navigate a facility while seeing if a favorite restaurant is nearby or locating the closest restroom. Giving travelers the fastest route to their destination helps improve traffic flow and eliminates congestion in the terminal.



Asset Management

The larger the building, the more important it is to track critical resources to create efficiencies. Bluetooth can help staff find the closest assets — from luggage carts to wheelchairs to utility vehicles, even if they are parked in the wrong spot or hidden from view.



Point of Interest Information

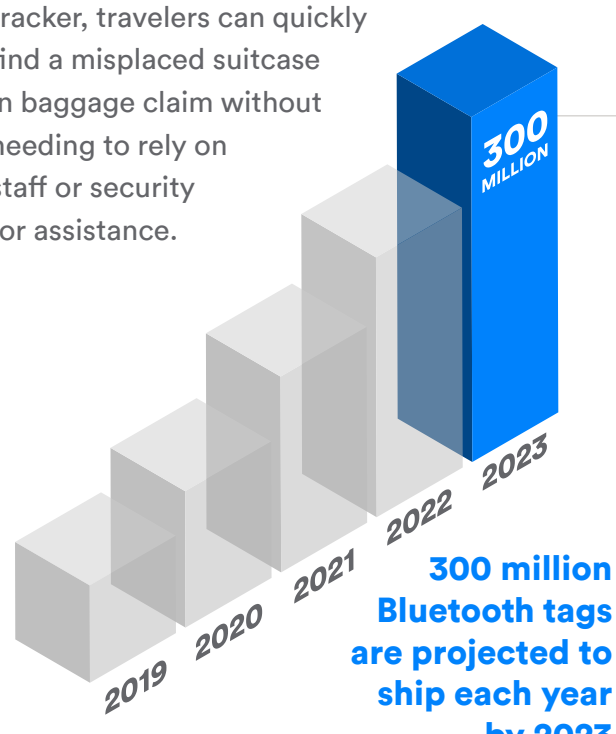
Creating interactive points of entertainment enhances the visitor experience. Visitors in venues like airports, museums, and tourist attractions can use apps on their smartphones to learn about pieces of art, historical monuments, and other points of interest.

Proximity Marketing

Increase sales and retail traffic by sending discounts and promotions to a visitor's smartphone, and attract more customers to a shop or restaurant.

Personal Item Finding

No need to worry over lost items. By tagging personal valuables with a Bluetooth tracker, travelers can quickly find a misplaced suitcase in baggage claim without needing to rely on staff or security for assistance.



Personnel Tracking

Ensuring the safety and security of occupants is key for any facility. Nearby personnel can be efficiently dispatched to resolve maintenance or custodial issues, and geofencing helps ensure workers aren't entering hazardous or secure areas.



Access Control

With Bluetooth enabled access control, a smartphone can provide employees with secure access to controlled areas of a building. Adding access control to a device that is less likely to be lost or misplaced, such as a smartphone, enhances overall security for the facility.

Keyless Entry

The days of fumbling for car keys while juggling bags are coming to an end. Thanks to Bluetooth, a smartphone can provide secure, passive keyless entry (PKE), unlocking a car on approach.

Smartphones Help Drive Rapid Adoption

Smartphones have become the go-to tool for location services, from indoor navigation and item finding to proximity marketing solutions and access control.

1.7
BILLION
handsets will be actively engaged in Bluetooth location services by 2023

See how Bluetooth location services can boost productivity, enhance experiences, and improve operational efficiency

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