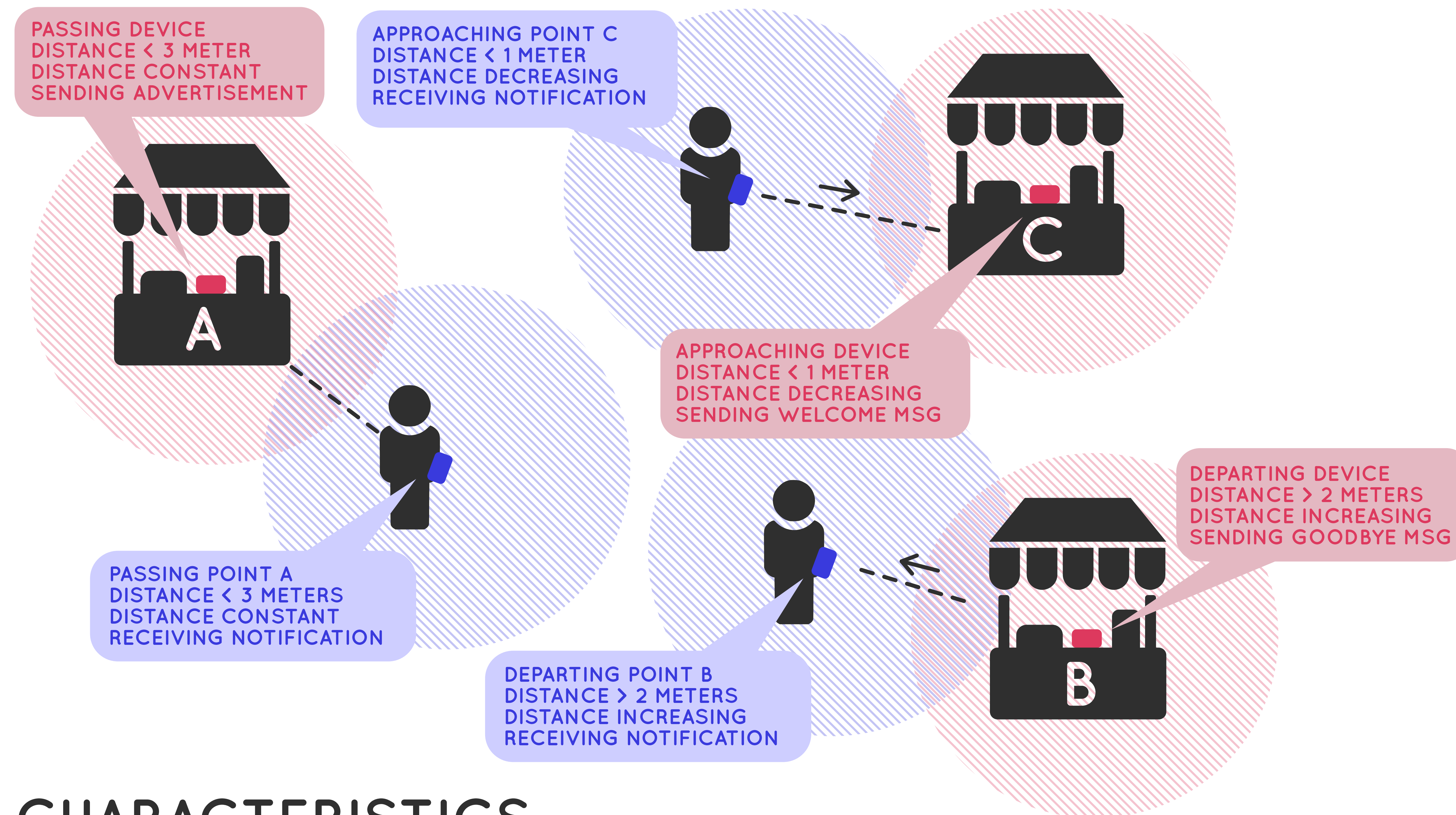# BEACODE

INDOOR NAVIGATION PROVIDING POSITION RELATED INFORMATION

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PASSING DEVICE
DISTANCE < 3 METER
DISTANCE CONSTANT
SENDING ADVERTISEMENT

APPROACHING POINT C
DISTANCE < 1 METER
DISTANCE DECREASING
RECEIVING NOTIFICATION

APPROACHING DEVICE
DISTANCE < 1 METER
DISTANCE DECREASING
SENDING WELCOME MSG

DEPARTING DEVICE
DISTANCE > 2 METERS
DISTANCE INCREASING
SENDING GOODBYE MSG

PASSING POINT A
DISTANCE < 3 METERS
DISTANCE CONSTANT
RECEIVING NOTIFICATION

DEPARTING POINT B
DISTANCE > 2 METERS
DISTANCE INCREASING
RECEIVING NOTIFICATION

PROBLEMS

- Information about exhibits mediated by traditional methods (posters, brochures, audio/video records) has very limited scope
- Difficulty of finding exhibits and related information, especially in crowded areas
- Lack of effective tools that can be used to collect feedback and other valuable data from visitors

MOBILE APP DESIGNED FOR VISITORS & ADMIN WEB APP FOR ORGANIZERS

CHARACTERISTICS

- Locate the visitor and all selected exhibits on the map
- Navigate the visitor through the exhibition by using the shortest path possible to visit all selected exhibits*
- Provide interesting, position-related information about exhibits in form of notifications
- Send personalized messages when user approaches, departures or passes by a certain exhibit
- Provide visitors with feedback forms at departure
- Recommend events based on the visitors' interests*

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* These features are in development and will be added shortly

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