



# Technology: The future of duty free

## Beacons and Proximity Marketing

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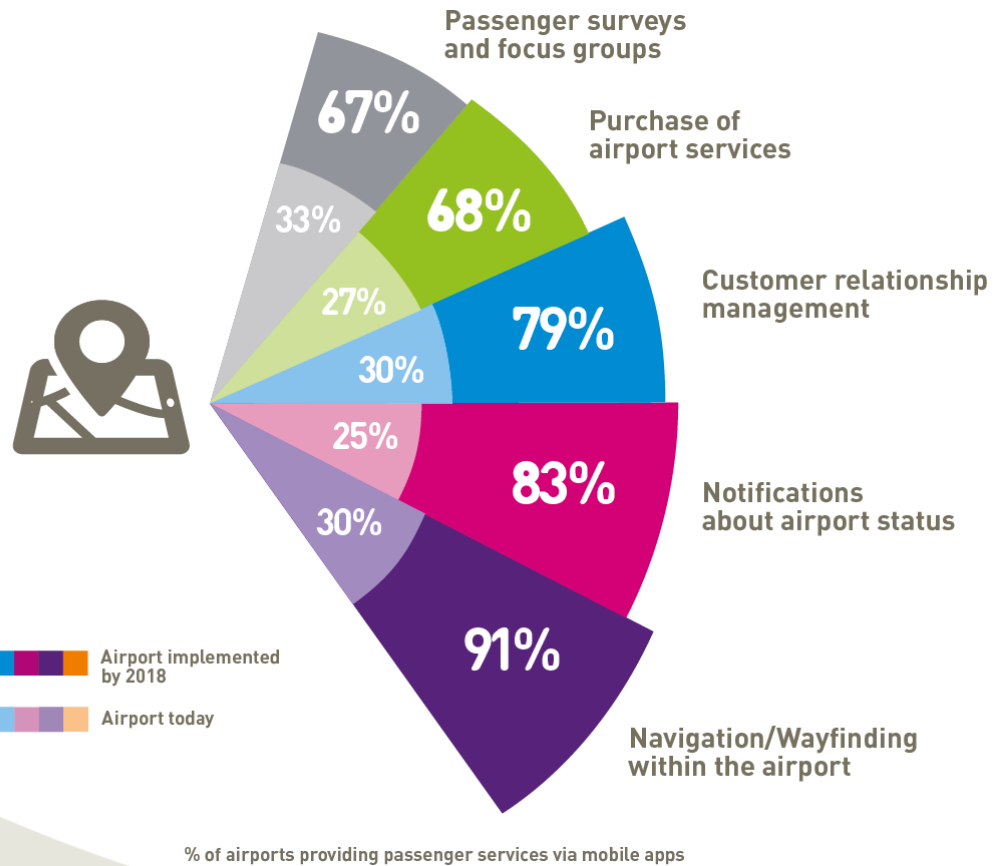
Product Manager, Day of Travel Services

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# Industry Trends

## MOBILE APPS SERVICES TO PASSENGERS BY 2018



# What are beacons?

- Small, often battery powered devices
- Multiple standards but Apple iBeacon most established
- Transmits and unique identifier every 100ms
- Smartphone app detects and reacts



**Eddystone**



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Receiver  
(Smartphone app)



Transmitter  
(Beacon)

## Basic Example

**You need a transmitter and a receiver. When a receiver detects a transmitter nearby, you can trigger an event.**

**The transmitter is a beacon, and it's continuously transmitting a signal. The receiver is an app (required) on your phone that is looking for a beacon.**

**Beacons are opt-in. Users must have an app installed and Bluetooth enabled.**

**An app must know to search for its beacons. Not any beacons but beacons that are known to it.**

# Types of Beacons?



# The Beacon Registry

**SITA has proposed a standard way to configure and deploy beacons in airports, and to make them available to airlines and industry stakeholders via SITA Air Transport Common Use Beacon Registry.**

## **KEY BENEFITS**

- Revenue through location-based services
- Enhanced passenger experience
- Connecting passengers to retail, F&B, parking, transport, etc.
- Airports can share the beacon-specific data via SITA's Common Use Beacon Registry

## **FEATURES/FUNCTIONS**

- Retail and F&B offers
- Showing boarding pass at security
- Providing alerts (e.g. "you are at the wrong gate")
- Checking in at the lounge
- Finding passengers for a flight (with opt-in)



[www.developer.aero/beaconregistry](http://www.developer.aero/beaconregistry)

# How to use beacons?

- A beacon, together with the app, can tell us:
  - Where a passenger is
  - Where they have been
  - And possibly
    - Who they are
    - Their itinerary
      - Their flight
      - Their destination
      - Where they are going in the airport, e.g. which gate
      - How much time they have before their flight

# Bluzone CMS - Proximity Marketing

1. Device requests relevant cms beacons assignments based on current location from Bluvision cloud services
2. Register Beacons for monitoring



1. Beacon discovered by device
2. Notification delivered to home screen
3. Assigned content displayed to mobile user via native app's web view or device browser based on schedule



# Bluzone CMS - Capabilities

## 1. Create and manage beacon profiles

- Tags
- Locations
- Latitude, Longitude
- iBeacons & URI Beacons

## 2. Create and manage mobile content

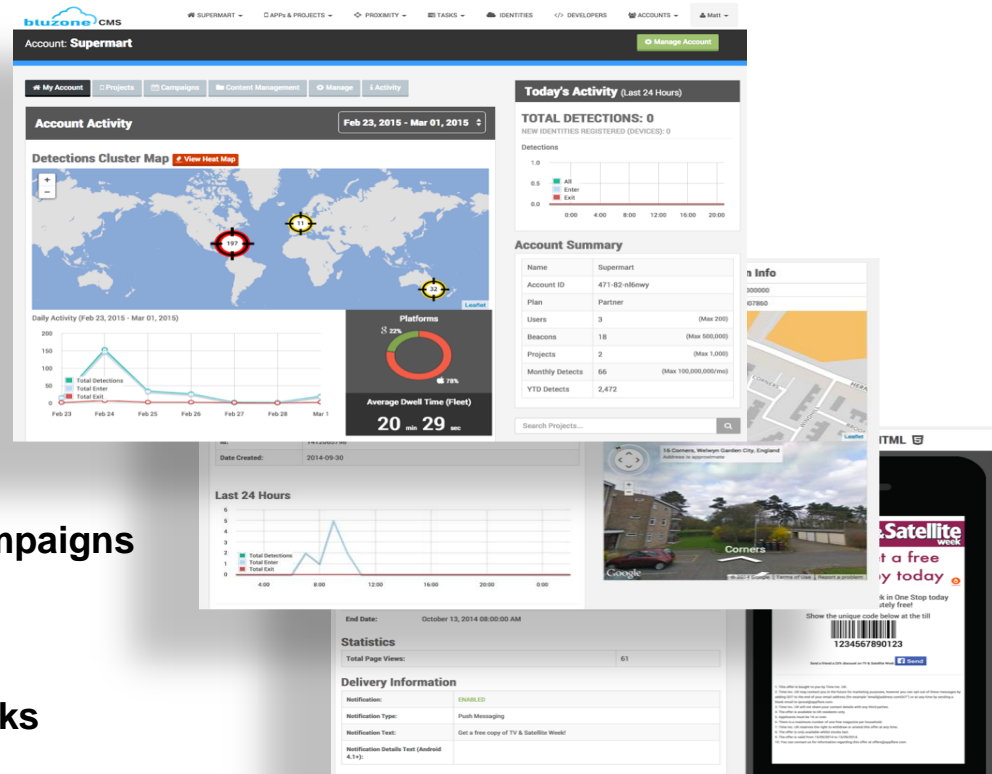
- Basic Notifications
- Web Views and External Links
- Videos
- Mobile Offers
- Custom Templates and Layouts
- Upload Media

## 3. Create and manage proximity events & campaigns

- Schedules
- Assign Apps, Beacons, Content, & Tags
- Beacon Intervals & Delays

## 4. Create and execute proximity triggered tasks

- IOT Triggers (turn on, off, start, stop devices)
- Real-Time data transfer
- Call 3rd party systems



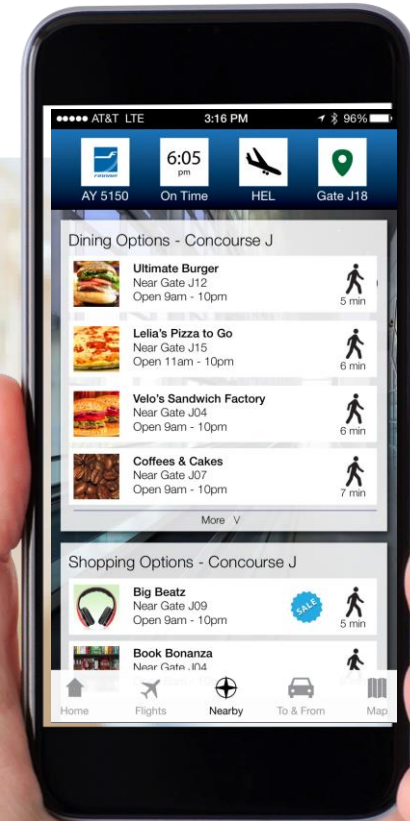
# Location is only part of the story

- What else is important?
  - How much time does a passenger have?
    - If they have 30 minutes till boarding they won't have time to spend in a restaurant
  - Where are they travelling to?
    - Sunscreen is not relevant if they're travelling to Manchester
  - Where have they been in the airport?
    - If they've just spent 30 minutes in a restaurant a coupon for another restaurant will probably not be used.
  - Previous history
    - What have they bought before?

# SHOPPING, EATING & RELAXING

## Near me

- Searchable list of nearby places to eat and shop, sorted in order of walk times
- Nearest in-store promotions and offers
- Latest flight information – boarding notifications, delays, gate changes



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Thank You