LYU1402 Indoor Location Service with iBeacon
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iBeacon (recap)

- BLE technology
- Proximity
• Notification with iBeacon
• Push notification - current location & advertisement (Posters)
Limitations of Noticon ver 1.0 (recap)

- Fixed ibeacon monitoring list
- Fixed advertisement layout
- User log is stored in the device
- No further data analytic
• Can we make it more generic?
Noticon ver 2.0 achievement

- No fixed ibeacon monitoring
- Create content via iPad CMS portal app
- Content selection based on user’s history
Version 1.0 overview
Selection algorithm

- **Version 1.0 Used:**
  - View/Clicked
  - Type Score(Academic/Food/Career...)

- **Version 2.0 additional policy:**
  - Zone
  - Advertisement for different Place
  - Time
SHB 5/F ibeacon setting
Different Zone

SHB

Coffee Corner

Academic: Poster: #1,2

Food: Poster: #3,5
Different Time
Different Time range

#3: 11am-5pm

#5: 6pm-11pm
Further implementation

- Create a library
- Create a powerful management system
- Enrich the interactive components
- Support different platforms
Q&A