What is a Smart Beacon?
An Estimote Beacon is a small, wireless device that broadcasts tiny radio signals to smart devices. Smart phones that are in range can ‘hear’ these signals and estimate their location as well as communicating to exchange data and information.

The uses for these beacons are endless - indoor navigation, proximity marketing, automatic check-ins, and contactless payments.

How Does it Work:
Each Beacon has a built-in Bluetooth chip that transmits signals similar to those of your WiFi. The beacons can be integrated in already made apps for stores with a simple code addition.

Applications of the Beacon in Retail
Guided browsing and recommendations to improve customer experience and engagement

- Notify customers of time-sensitive discounts and offers
- Optimize store layouts and product placements by knowing customer buying patterns
- Enable sales teams to customize sales approach given knowledge of customers needs and buying history

Possible Issues
Customer privacy and data security is the largest issue in the progress of the smart beacon. Data can be obtained by hackers emulating the beacon.

Another issue includes maintaining and installing unique data in each beacon.

Sources

