**Project Motivation and Applications:**

Want to send a reminder when it’s top of mind for you, and most relevant for the recipient?

App can be used to send reminders, messages, alarms, tasks, and more.

- Parents sending reminders to children as they leave the house for school.
- Businesses sending meeting reminders as employees come into the office.
- Commercial use for displaying personalized ads in-store.

**How It Works:**

1. Phone sends the message, device ID and chosen beacon to the server.

2. Phone receives message from server when passing by that beacon.

3. Correct recipient is verified and receives all applicable messages.

**How Do I Use It?**

2 Smart phones

1 Bluetooth beacon

**Step 1:** Send a message from Phone 1 to Phone 2 at a specific beacon using the Android app.

**Step 2:** When Phone 2 passes near the Estimote beacon, it displays the notification personalized to them and assigned to that beacon.

**Try It:**

Send a message on one demo phone and watch it appear on the other as it moves past the beacon!

**Lessons Learned:**

- Pros and cons of RFID versus Bluetooth technology.
- Cost-benefit analysis.
- Server setup.
- Android app development.