



Datacomm

Research

Company

Bluetooth Beacon Business Opportunities, 2015-2020

Bringing Places & Objects to Life

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Brief profiles of 51 early adopters and how they are using or trialing Bluetooth beacons. Companies profiled include Apple, Chicago Transit Authority, Duane Reade, Hillshire Brands, Macy’s, McDonald’s, Major League Baseball (MLB), Safeway, Simon (mall operator), Starwood Hotels, Target, and Walmart.

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Brief profiles of 115 companies supplying Bluetooth beacons and related products and services. Companies profiled include Aisle411, Blesh, Bluvision, Cisco, Dot3, Estimote, Gelo, Gimbal, GISi, InMarket, Mobiquity Networks, Point Inside, RetailNext, Reveal, Shopkick, and Swirl Networks.

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