



Beacons

Reaching Learners at the Point of Need



Beacons are small transmitters with a unique ID that can be placed in any physical space to communicate and trigger an application on a mobile device.

GP Strategies created a team-building social activity using beacons.

Teams of attendees were given an iPad and encouraged to explore their physical space. When a team encountered a beacon, a question popped up on their device. The team that answered the most questions correctly was declared the winner.

Beacons can be used in any context where proximity-based information would be useful at the physical point of performance or learning.



Stores: Alert shoppers when they are near a deal.



Museums: Provide visitors with exhibit information.



Stadiums: Provide visitors with information.



Company HQ: Provide new hires with onboarding information.



Factory Floor: Provide equipment startup or safety procedures.



Showrooms: Provide up-to-date product and pricing information.

