

# TRANSFORM Education with Location Based Services



## Lost Smart Devices

Use Bluetooth Low Energy (BLE) Beacon Technology and WiFi location analytics to track high value assets such as laptops, tablets, and audio-visual gear. Lost devices can be spotted on a campus map, or can trigger an alarm if they cross defined geo-fences.



## Tours and School Events

Promote self-guided campus tours and various events, such as indoor/outdoor scavenger hunts. Through Beacon technology, customized content is delivered in real-time to specific students or groups as they pass key milestones.



## Emergency Planning

Locate students and teachers in emergencies based on movement or crowding. Location Based Services (LBS) provide critical visibility to see where students and teachers are located in the event of a security threat or natural disaster.



## Campus Planning and Layout

Geofence different areas of the school. Alerts can be sent directly to a student or guests' mobile device if they are detected in unauthorized areas. Capture data on wait times, flow of foot traffic across campus, or congestion areas to improve campus layout.



## Class and Event Attendance

Leverage individual BLE tags as student IDs to automatically identify students in a classroom, or for admission to events. Shorten wait time, improve security, and free up class time for learning.



## Maps and Directions

Provide an interactive app highlighting the current location directly to a smart device. Student, faculty, and guests can download directions to classrooms and events.



## Classroom Notes and Content

Use BLE Beacons and WiFi location analytics to deliver targeted content. Based on proximity analytics, students will receive notes and content when entering the classroom.



## Promotion and Advertising

Provide targeted promotions and advertisements to students for deals at nearby shops and restaurants. Utilize BLE Beacon technology to send messages and updates to students at bookstores when they are in the proximity of the store.

