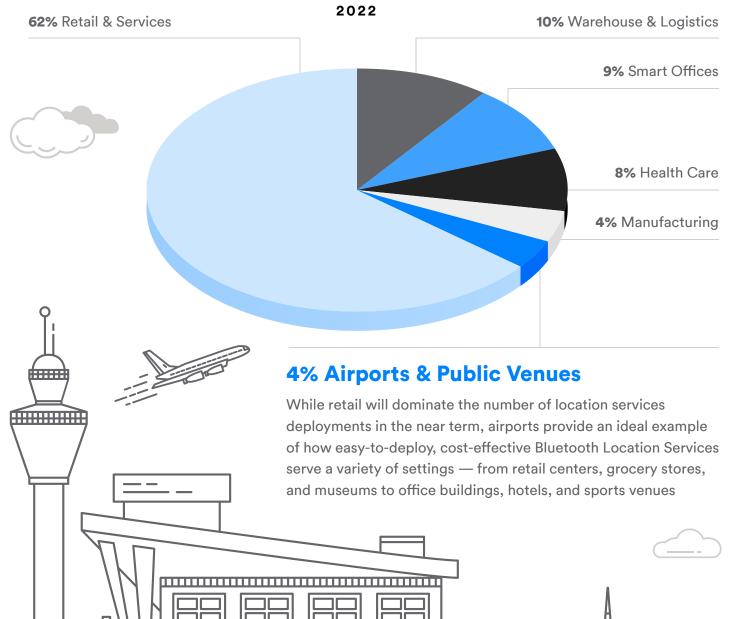
Bluetooth Location Services

From Proximity to Precise Positioning

From general proximity to high-accuracy positioning, Bluetooth® technology powers a range of reliable location services that enhance the visitor experience and improve operational efficiencies.

Bluetooth® Location Services devices will ship annually by 2026

Leading Categories of Bluetooth Location Services Implementations



Operational Efficiency Enhanced Visitor Experience

Asset Management The larger the building,

the more important it is to track critical resources to create efficiencies. Bluetooth Real-Time Locating System (RTLS) solutions can help staff find the closest assets - from

Bluetooth® RTLS implementations worldwide by 2025 luggage carts to wheelchairs to utility vehicles,

even if they are parked in the wrong spot or hidden from view. "Providing inventory visibility is often cited as one of the main value propositions for basic

RTLS deployments in the industrial sector" - ABI Research



discounts and promotions to visitors' smartphones and attract more customers to a

shop or restaurant.



ensure workers aren't entering hazardous or secure areas.

Indoor Navigation

Visitors can easily

THOUSAND Bluetooth® indoor navigation implementations by 2025

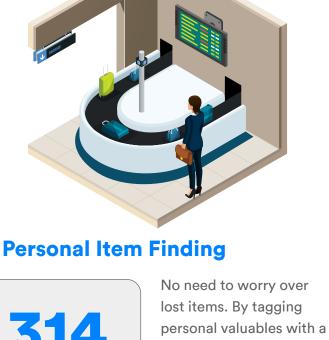
navigate a facility while seeing if a favorite restaurant is nearby or locating the closest restroom. Giving travelers the fastest route to their destination helps improve traffic flow and eliminates congestion

in the terminal.



Creating interactive points of entertainment enhances the visitor experience. Visitors in venues like airports, museums, and tourist

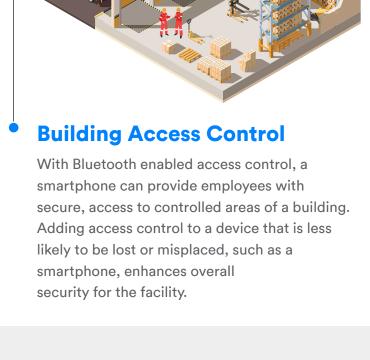
attractions can use apps on their smartphones to learn about pieces of art, historical monuments, and other points of interest.



Bluetooth tracker, travelers can quickly find Bluetooth® tags are projected

to ship each year by 2025

a misplaced suitcase in baggage claim without needing to rely on staff or security for assistance.



finding to proximity marketing solutions and access control.

of Bluetooth® Low Energy

within key new

platform devices.



100% **ADOPTION**

Smartphones Help Drive Rapid Adoption

Smartphones have become the go-to tool for location services, from indoor navigation and item

In Bluetooth® Location

Services devices from 2022

through 2026



improve operational efficiency

LEARN MORE

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