

# 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.

# 568

**MILLION**  
Bluetooth® Location Services  
devices will ship annually  
by 2026

## Leading Categories of Bluetooth Location Services Implementations

62% Retail & Services

2022

10% Warehouse & Logistics

9% Smart Offices

8% Health Care

4% Manufacturing

## 4% Airports & Public Venues

While retail will dominate the number of location services deployments in the near term, airports provide an ideal example of how easy-to-deploy, cost-effective Bluetooth Location Services serve a variety of settings — from retail centers, grocery stores, and museums to office buildings, hotels, and sports venues

## 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 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

### Indoor Navigation

Visitors can easily 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.

### Point of Interest Information

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.

### Personal Item Finding

# 314

**MILLION**  
Bluetooth® tags are projected  
to ship each year by 2025

No need to worry over lost items. By tagging personal valuables with a Bluetooth tracker, travelers can quickly find a misplaced suitcase in baggage claim without needing to rely on staff or security for assistance.

### Proximity Marketing

Increase sales and retail traffic by sending discounts and promotions to visitors' smartphones and attract more customers to a shop or restaurant.

### Personnel Tracking

Ensuring the safety and security of occupants is key for any facility. Nearby personnel can be efficiently dispatched to resolve maintenance or custodial issues, and geofencing helps ensure workers aren't entering hazardous or secure areas.

### Building Access Control

With Bluetooth enabled access control, a smartphone can provide employees with secure, access to controlled areas of a building. Adding access control to a device that is less likely to be lost or misplaced, such as a smartphone, enhances overall security for the facility.

### Automotive Digital Key

The days of fumbling for car keys while juggling bags are coming to an end. Thanks to Bluetooth technology, a smartphone can provide secure, passive keyless entry (PKE), unlocking a car on approach.

## Smartphones Help Drive Rapid Adoption

Smartphones have become the go-to tool for location services, from indoor navigation and item finding to proximity marketing solutions and access control.

# 100%

**ADOPTION**  
of Bluetooth® Low Energy  
within key new  
platform devices.

# 25%

**CAGR**  
In Bluetooth® Location  
Services devices from 2022  
through 2026

## See how Bluetooth Location Services can boost productivity, enhance experiences, and improve operational efficiency

[LEARN MORE](#)

Unless otherwise noted, data derived from ABI Research.

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