Location Services is the Fastest Growing Bluetooth Solution Area

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

Leading Categories of Bluetooth Location Services Implementations

- **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.

- **Assets Management**
  - The larger the building, the more important it is to track critical resources to create efficiencies. Bluetooth 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.

- **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**
  - 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.

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

- **Access Control**
  - With Bluetooth enabled access control, a smartphone becomes the key to controlled areas – from employee entrances to restricted data centers. Bluetooth facilitates access control in a way that is far more secure than passwords or proximity cards, and much more convenient for a guest or employee.

- **Proximity Marketing**
  - Increase sales and retail traffic by sending discounts and promotions to a visitor’s smartphone, and almost make customers to a place of interest.

- **Enhanced Visitor Experience**
  - 80% of airport CIOs see indoor navigation as a major technology program by 2021. Source: SITA, 2018

- **Operational Efficiency**
  - 65% of enterprises will require indoor location asset tracking by 2022.
  - Source: Gartner

- **Personal 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.

- **Smartphones Help Drive Rapid Adoption**
  - 300 million Bluetooth tags are projected to ship each year by 2023.

- **Ensemble**
  - 1.7 billion smart devices are able to access Bluetooth location services deployments by 2022.

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.

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**Location Services** is the fastest growing Bluetooth solution area due to the extensive use of Bluetooth® technology, which is embedded in billions of mobile devices and billions of connected devices, offering fast and accurate indoor positioning at a lower cost than any other wireless positioning technology.

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