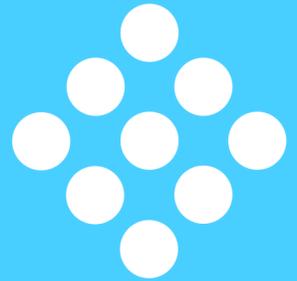




PassKit

The Mobile Wallet Server



What is a beacon?

Beacons Explained

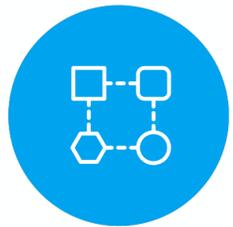
A beacon is a small Bluetooth device that repeatedly transmits a signal that other Bluetooth-enabled devices can see.

The Basics



It broadcasts a radio signal that can include:

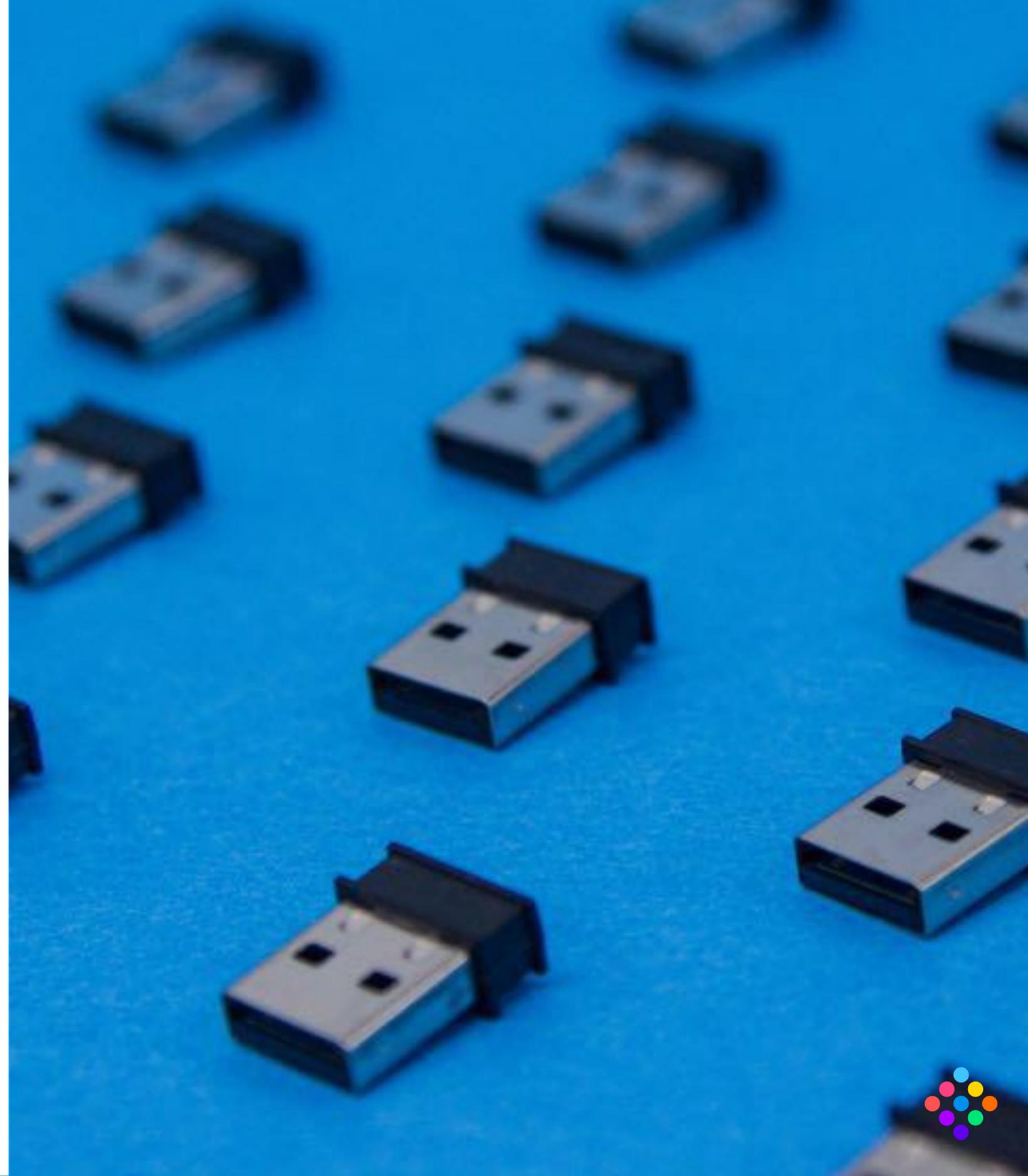
1. A combo of numbers & letters (unique ID).
2. A URL.
3. Data packets.



When a Bluetooth-enabled device is in range & recognizes this unique ID, what happens next depends on what the dedicated app/program has been configured to do.



For example, it can link to an action, trigger a message, or deliver a piece of content.



Beacon Use Cases



Physical Web

Anyone who passes by your beacon with a Physical Web-compatible browser will see your URL.



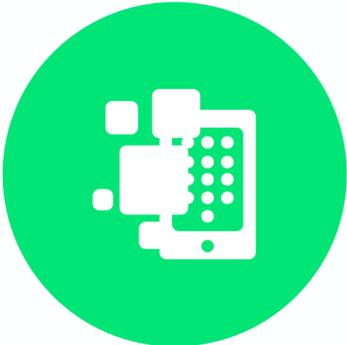
WeChat Shake

WeChat users proactively 'shake' their phones near a beacon to discover new content.



Mobile Wallet

Display personalized lock screen messages through mobile wallet - one swipe to access wallet content.

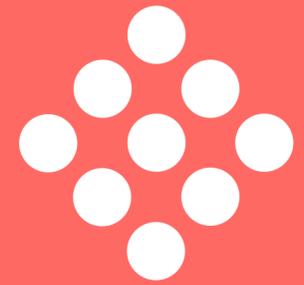


Apps

Program your app to send push notifications, deliver targeted content, and provide interactive app experiences.

Beacons in action - a number of use cases that deliver different proximity based experiences to customers & audiences.
Note: all beacon experiences require customers to have Bluetooth turned on.

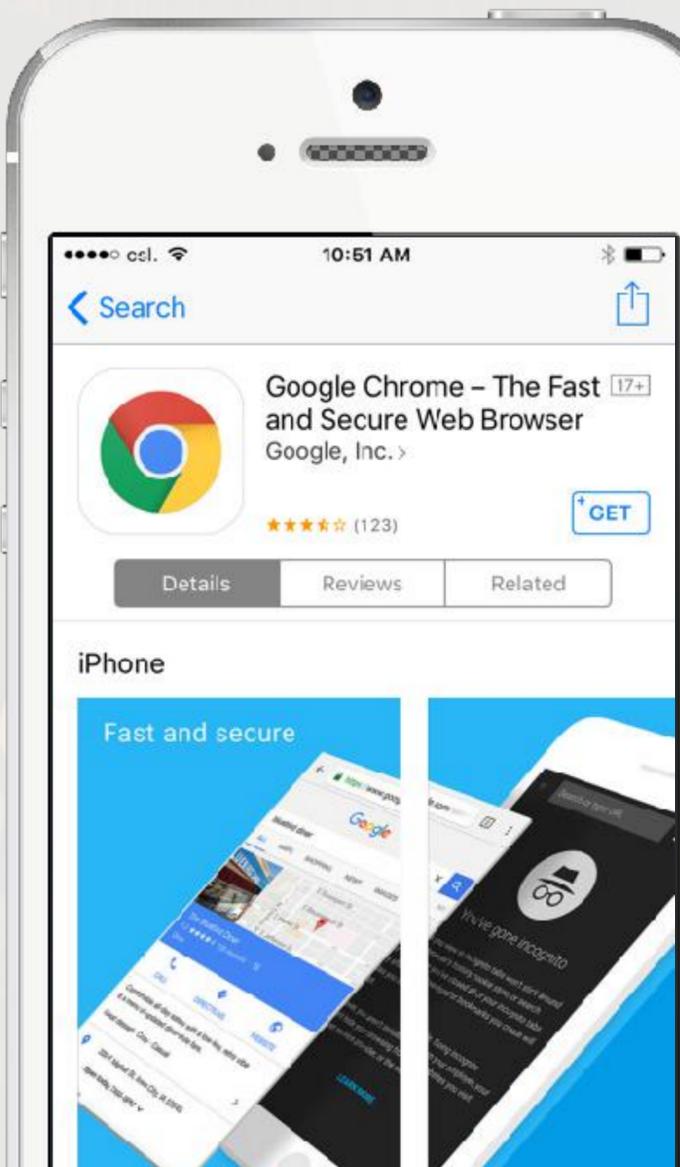




Beacons + Physical Web

● Physical Web (iOS Set Up & Experience)

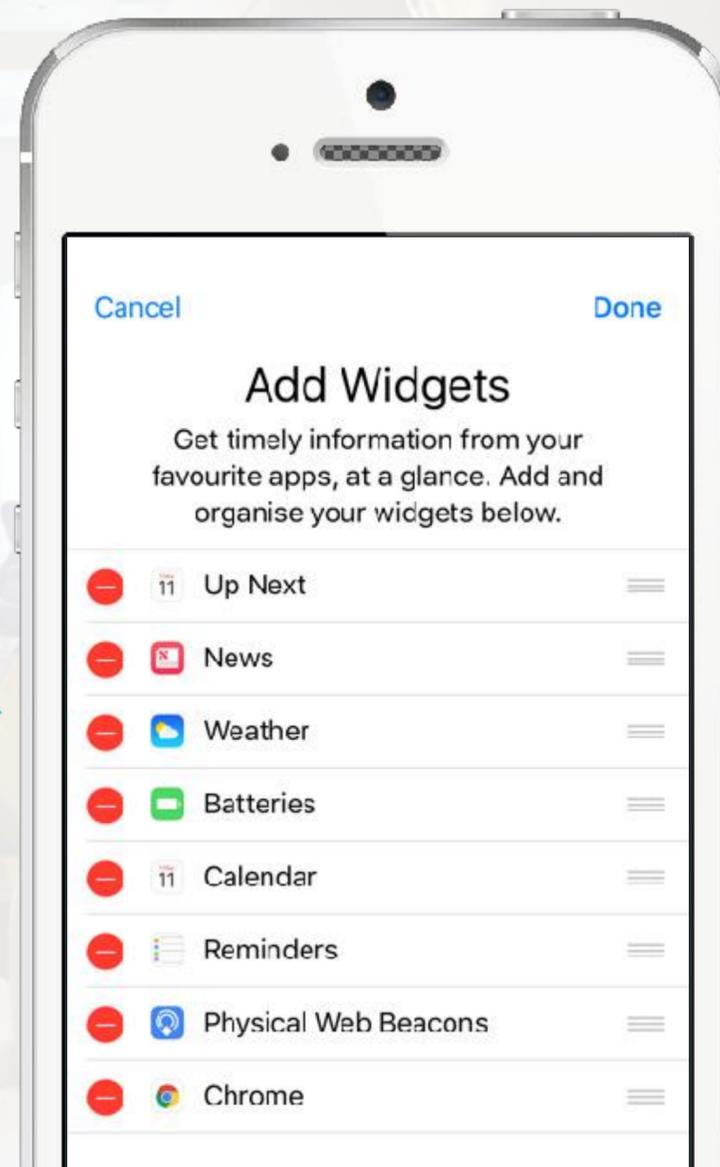
Download the Google Chrome or Physical Web app.



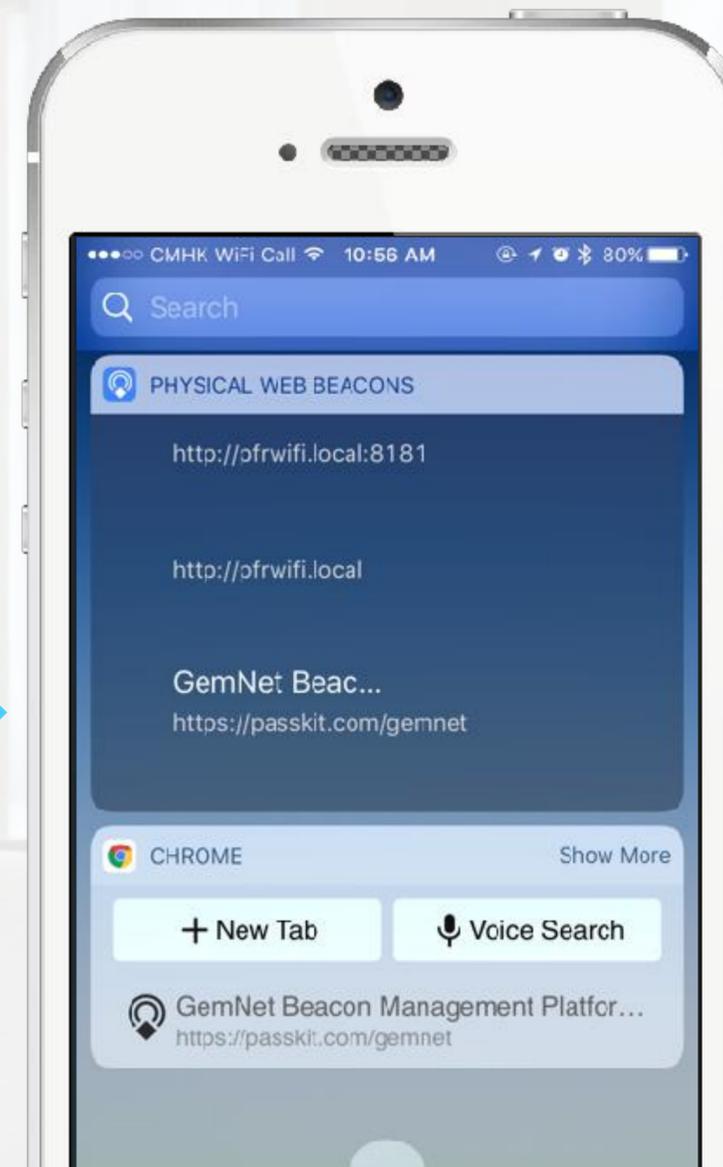
Go to your Widgets and tap 'Edit' at the bottom of the screen.



Add the Chrome or Physical Web app to your Widgets.



Discover URLs in the Widgets pane - one tap to access web page.

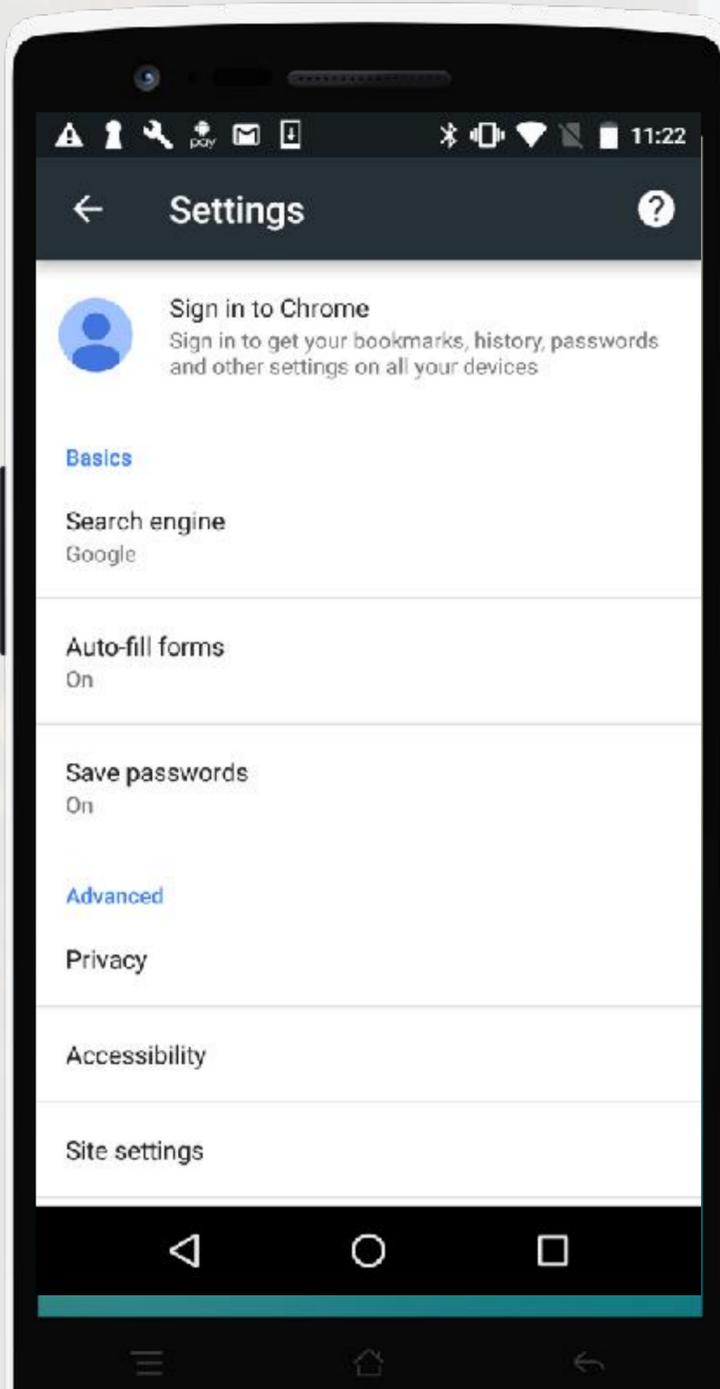


Users can now easily discover URLs from their Widgets pane and quickly access web pages associated with the space around them.

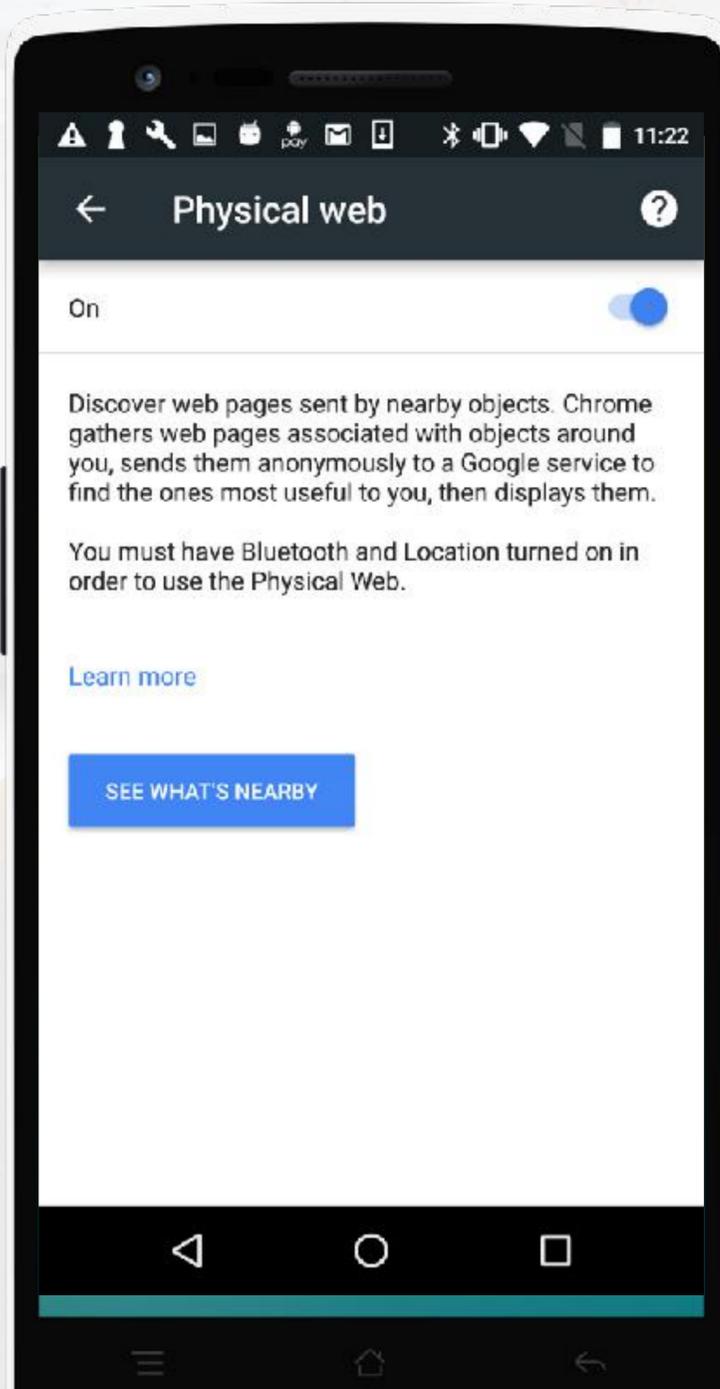


● Physical Web (Android Set Up & Experience)

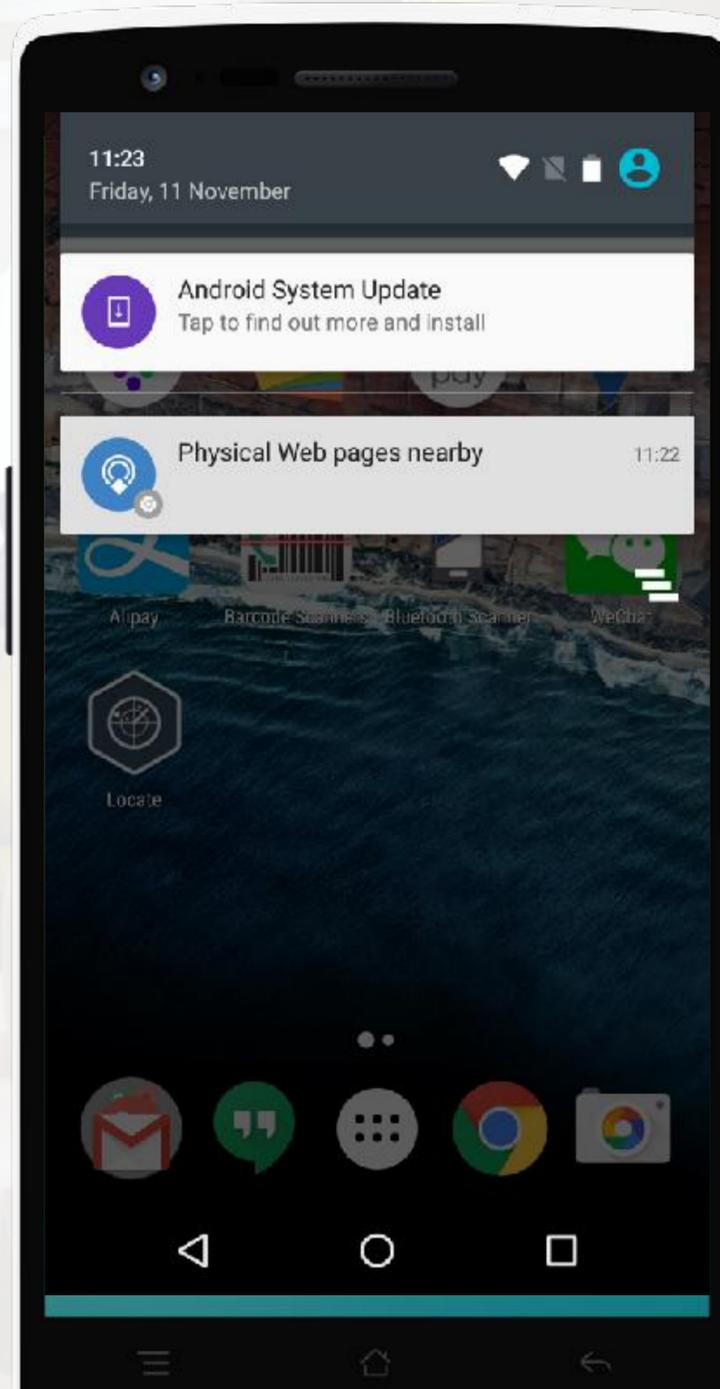
Download the [Chrome Browser](#) app and tap on 'Settings', then 'Privacy'.



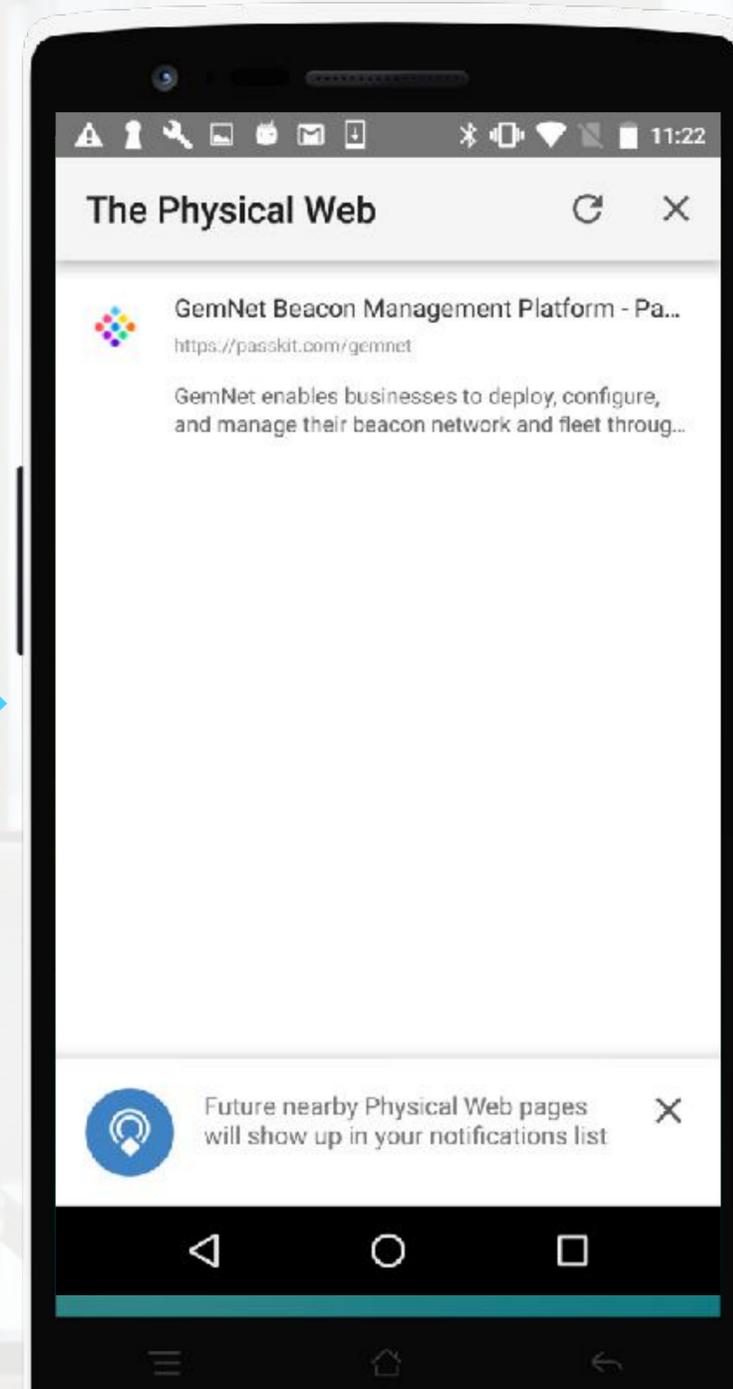
Tap on 'Physical Web' and toggle On to enable Physical Web.



Discover Physical Web pages nearby straight from the notifications list.



Instantly see all nearby URLs - one tap to access any web page.



Beacons + Physical Web Cheat Sheet

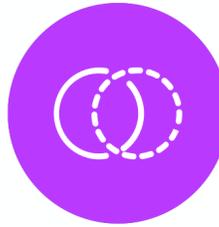


Summary

The Physical Web enables users to see a list of URLs being broadcast by beacons via Google Chrome, Nearby Notifications, and the Physical Web app. Examples include:

- Promote your website
- Share a secret menu
- Provide detailed information

For more Physical Web examples, visit <https://google.github.io/physical-web/examples>.



Benefits

- No app development required.
- Easy set up of URL to broadcast.
- Speed to market.

Limitations

- Does not provide push notification capability.
- Requires customers to enable Chrome or Physical Web app to receive URL broadcasts.

Getting Started: Requirements



Consumers

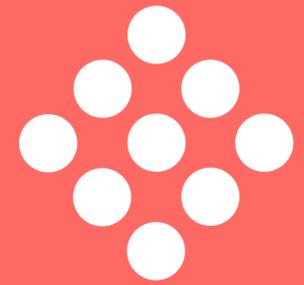
Must have Chrome app or Physical Web app installed & enabled for Physical Web URLs.



Businesses

Must use an Eddystone beacon & set up the URL to be broadcast.





Beacons + WeChat

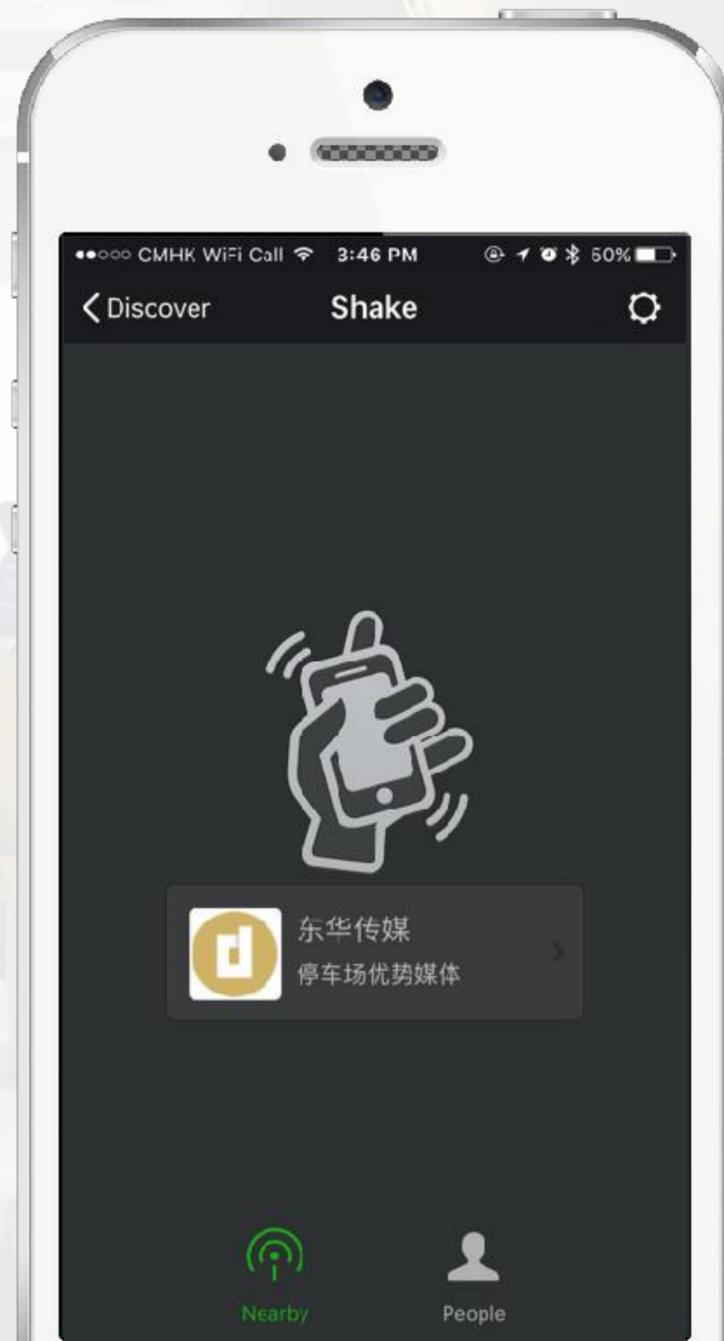
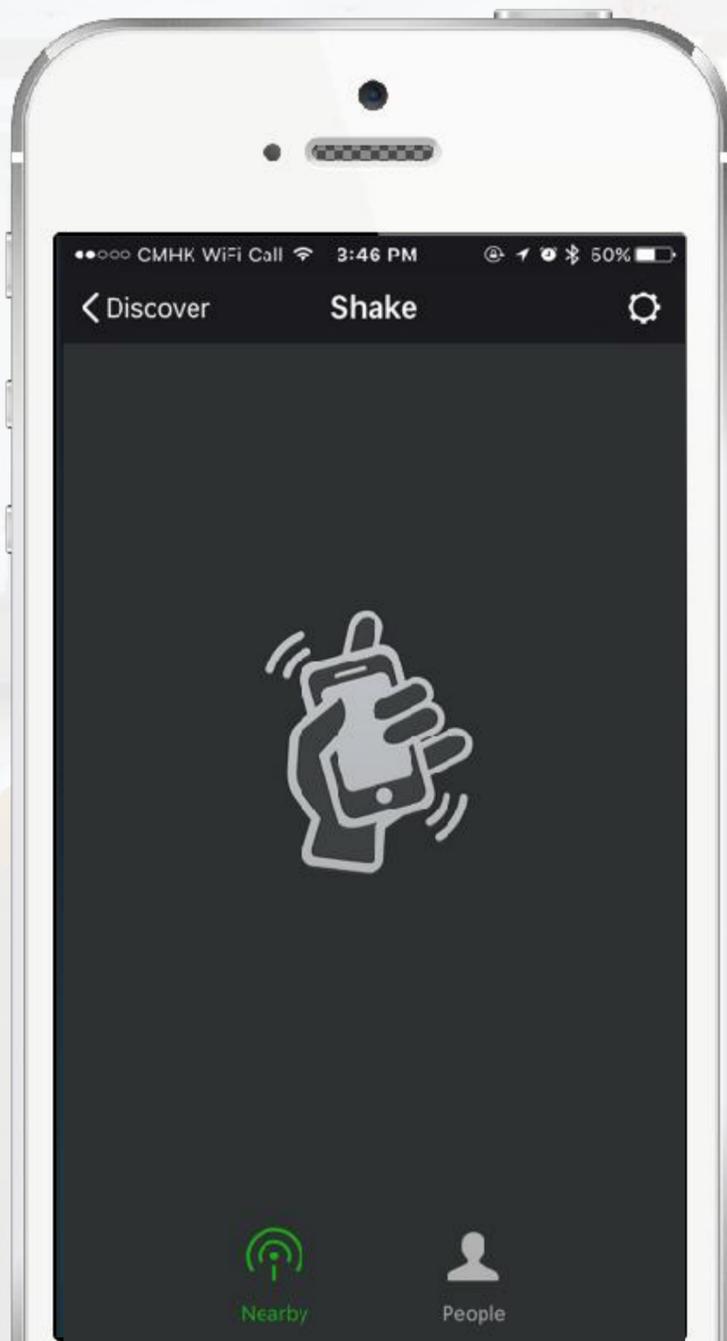
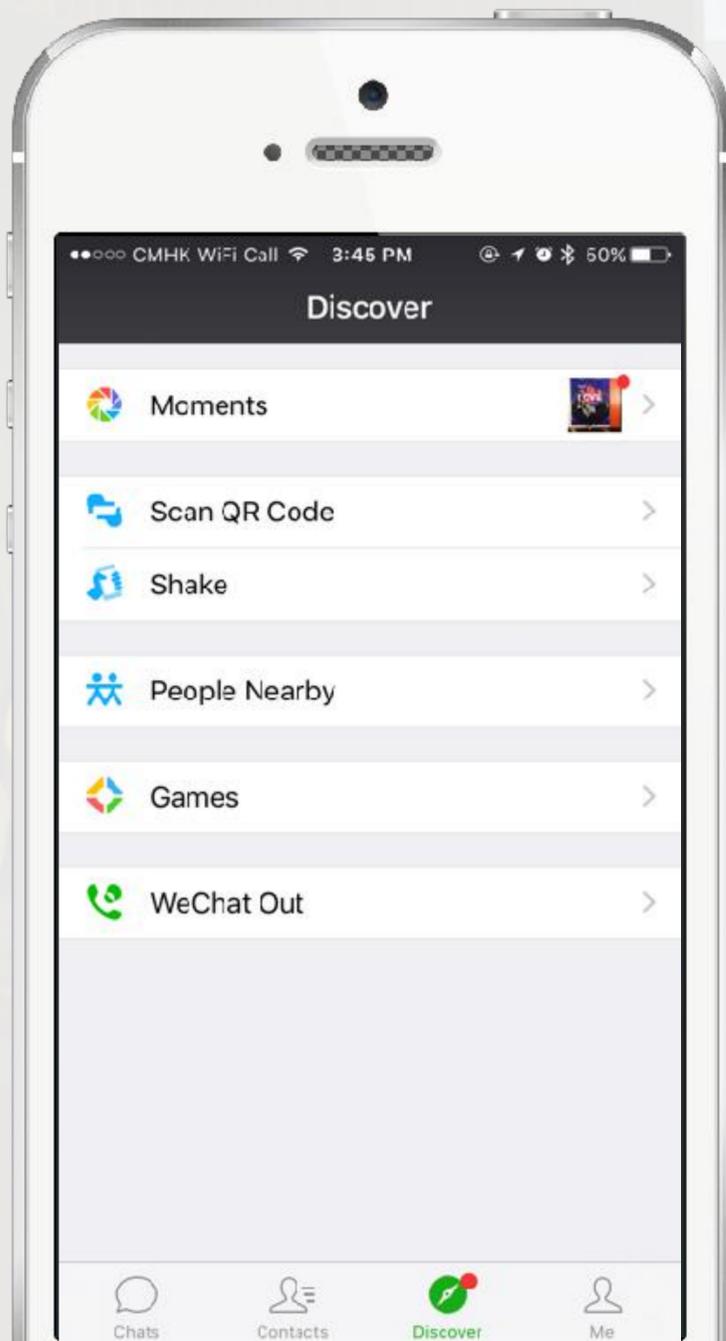
● WeChat Shake (iOS & Android Experience)

Turn on Bluetooth, open WeChat, & tap on 'Shake' in the 'Discover' tab.

Shake your device to find WeChat enabled beacons nearby.

Tap on the 'notification' that appears.

Discover and access location based content right at your fingertips.



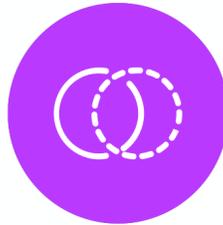
Beacons + WeChat Shake Cheat Sheet



Summary

WeChat Shake allows businesses to promote their brand & deliver content via the WeChat channel. Examples include:

- Informational landing page
- CTA link to follow your Official Account
- Deliver a coupon



Benefits

- No app development required.
- Fun way for users to discover brands & content.
- Can distribute content & direct users to other web assets.

Limitations

- Users must proactively 'Shake' to find nearby beacons & discover related content.
- Businesses must have an Official Service WeChat account to unlock this feature.

Getting Started: Requirements



Consumers

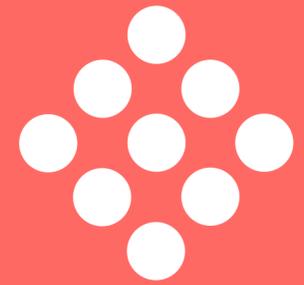
Must have WeChat.



Businesses

Must have an Official Service Account & use a beacon that is iBeacon enabled, uses the WeChat UUID & major value, and use the minor value provided to you in your account.





Beacons + Mobile Wallet

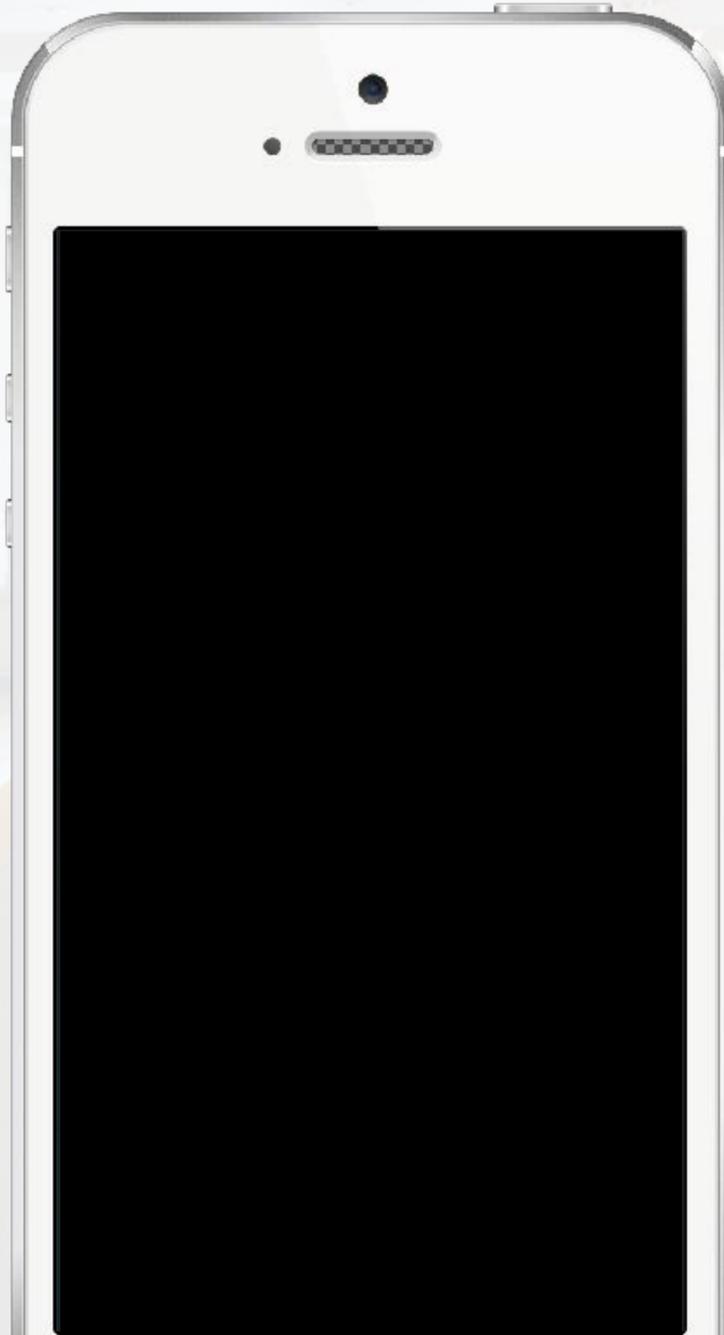
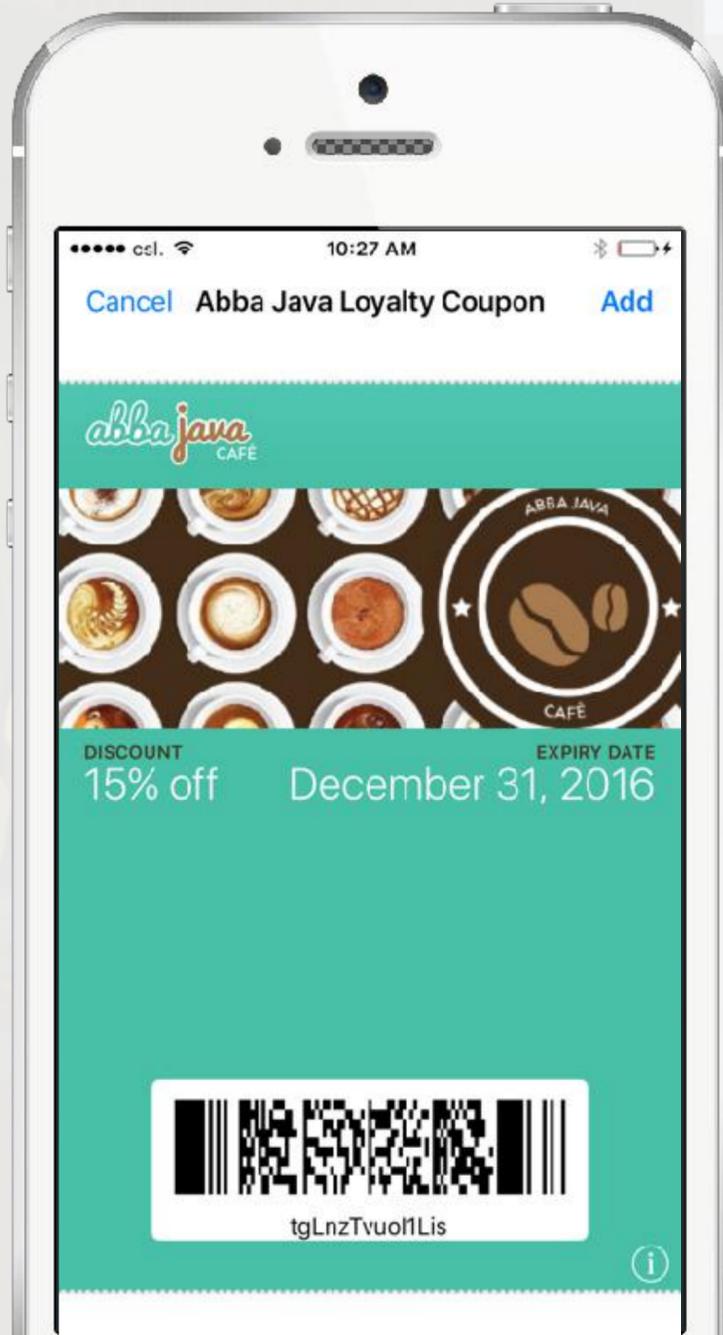
● Mobile Wallet (Apple Wallet Experience)

Save your pass (e.g. coupon, loyalty card) in Apple Wallet.

Enable Bluetooth and lock your iPhone.

Tap the home or lock button to view your lock screen & beacon messages.

One swipe to access and use mobile wallet content straight from the lock screen.



Beacons + Mobile Wallet Cheat Sheet



Summary

Mobile Wallet (i.e. Apple Wallet) allows businesses to deliver personalized, location based messages to customers, keeping your brand front of mind. Examples include:

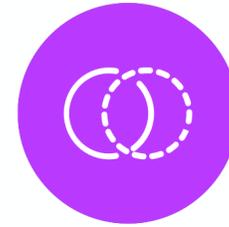
- Promoting discounts & offers.
- Providing quick access to mobile wallet content for transacting.
- Sharing information that can be used in a scavenger hunt.

Getting Started: Requirements



Consumers

Must have a pass installed in Apple Wallet with 'Suggest on Lock Screen' enabled on the back of the pass.



Benefits

- No app development required.
- Unlimited space on the lock screen (iOS10 only)
- Can be personalized to the individual.

Limitations

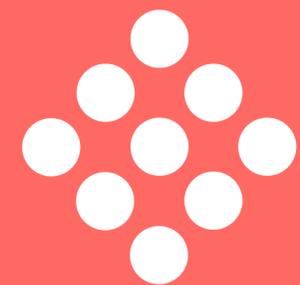
- Maximum 10 beacons per mobile wallet content.
- Messages only come in the form of text and can only be viewed on the lock screen.
- Does not provide push notification capability.



Businesses

Must use a beacon that supports iBeacon. Mobile wallet content must be set up with a beacon / beacon message.





Beacons + Apps

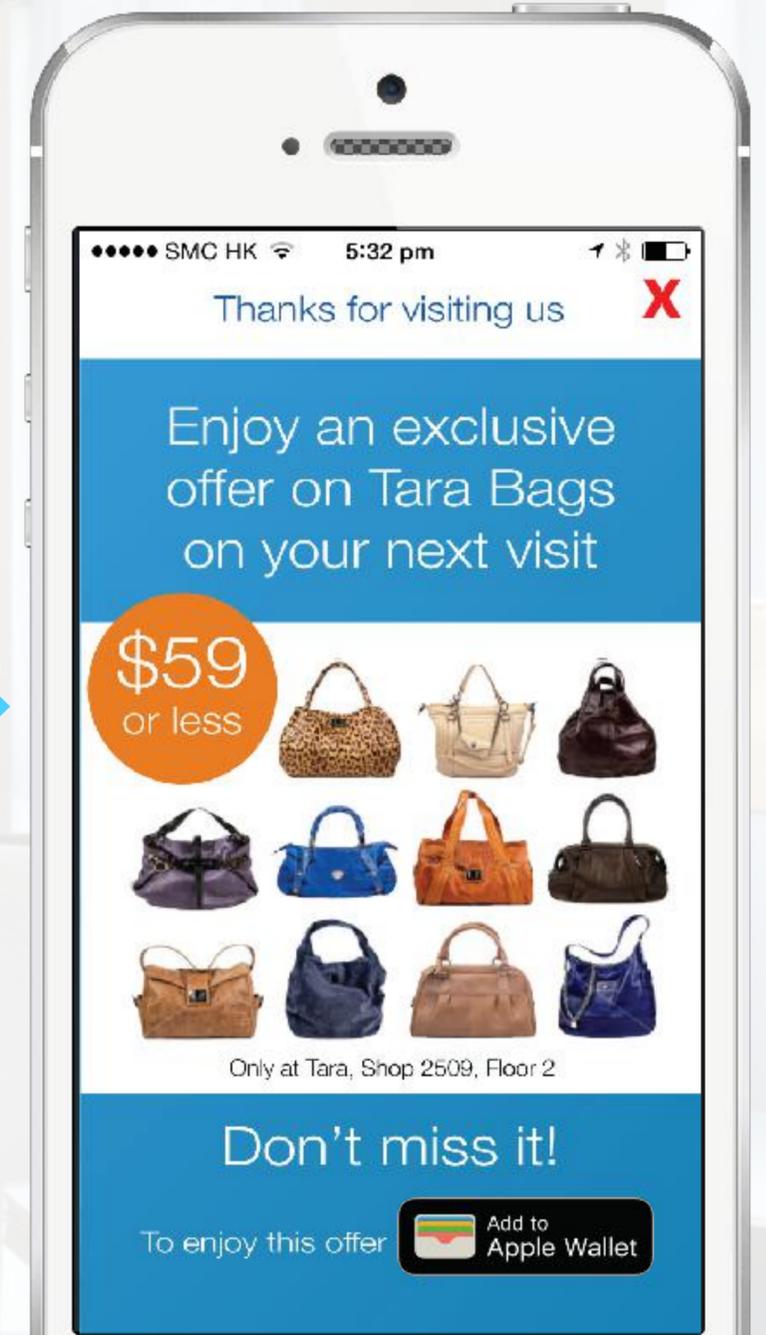
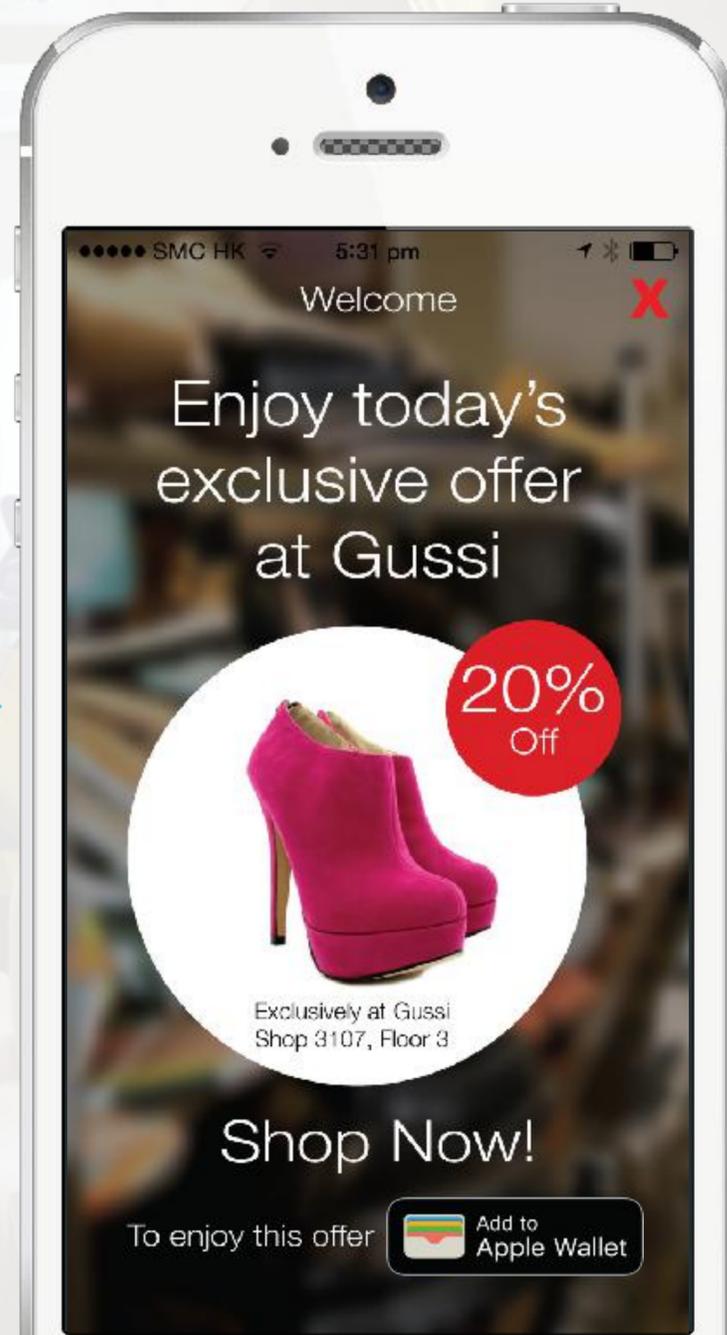
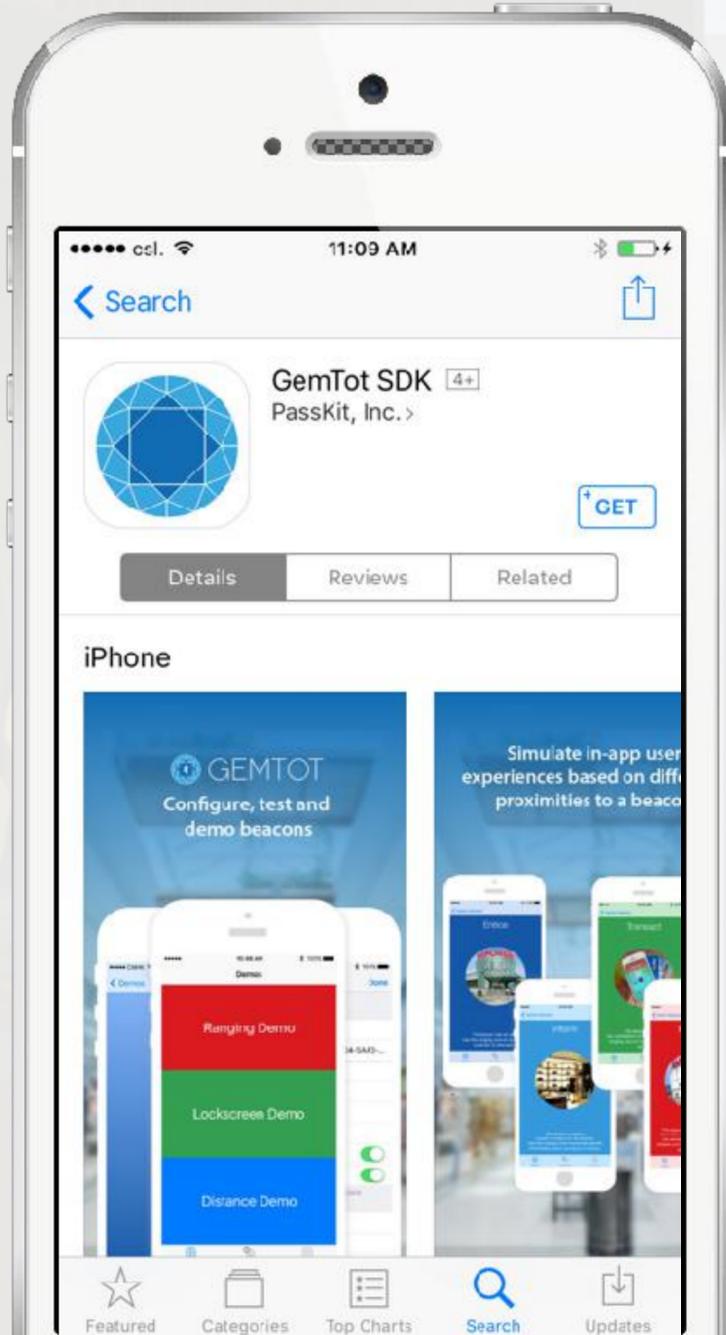
● Apps

Download an app that has beacon enabled functionalities.

When in range of a beacon, receive personalized push notifications.

One swipe to access full screen content - video, images, text, etc.

Retarget customers with content and offers that are most relevant to them.



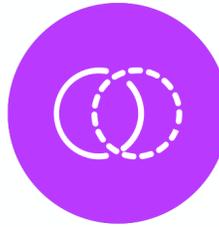
Beacons + Apps Cheat Sheet



Summary

Apps allows businesses to fully take advantage of the power of location based messages - push notifications, full screen content, interactive app experiences, etc. Examples include:

- Interactive museum tours.
- Indoor/outdoor navigation.
- Retail implementations: greet shoppers, deliver coupons, and suggest products based on purchase history.



Benefits

- Full customization of your app to support your required user journeys.
- Push notification capabilities & access the full screen real estate.
- Gain insights from customer behavior.

Limitations

- Requires programming your app with the logic to deliver these experiences.
- Customers must have your app installed.
- Speed to market.

Getting Started: Requirements



Consumers

Must have the app installed and allow app to be running in the background.



Businesses

Must use a beacon that supports iBeacon and/or Eddystone. Must have a beacon SDK integrated with the app.





PassKit.com