

Blupath: A proximity marketing platform

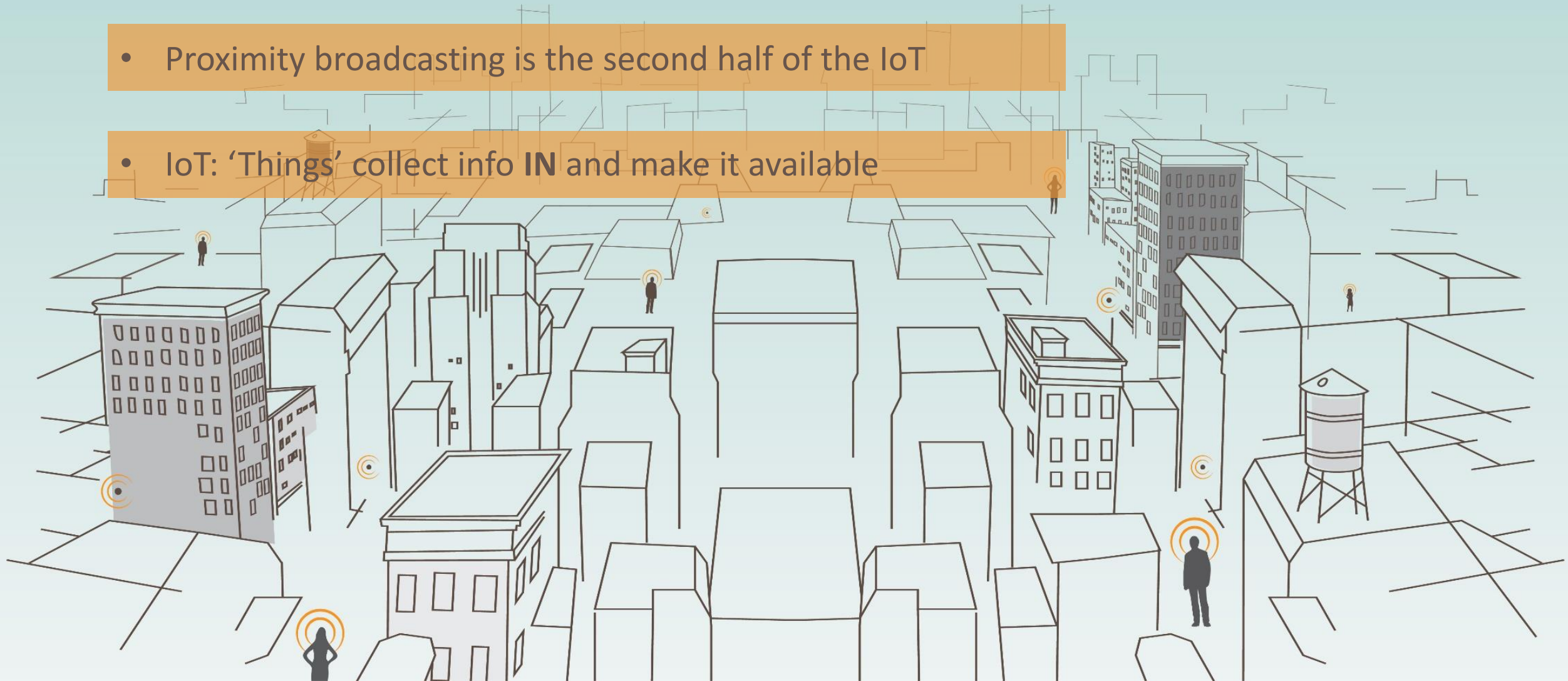
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# What is proximity broadcasting?

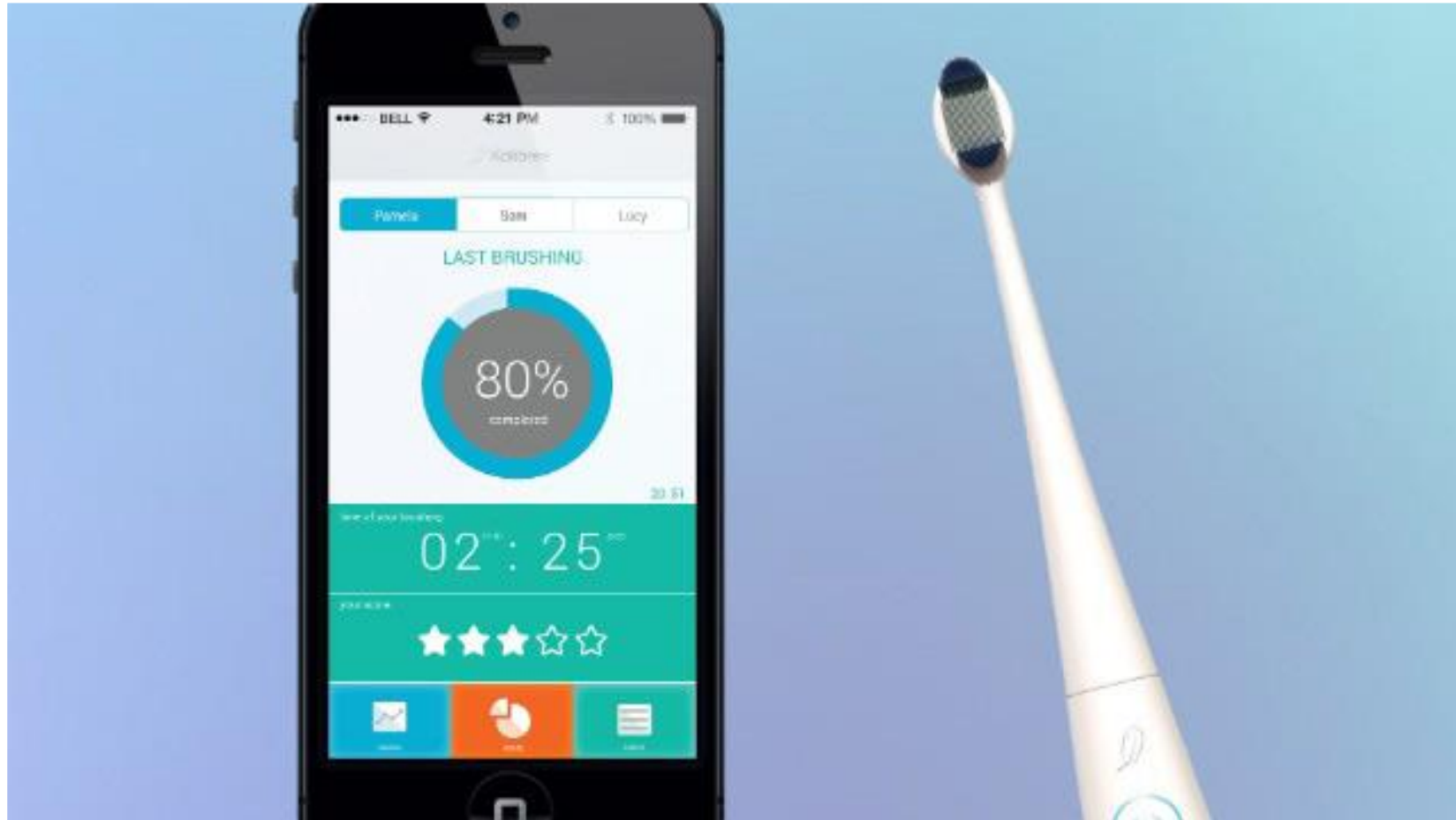
- Proximity broadcasting is the second half of the IoT
- IoT: 'Things' collect info **IN** and make it available



# What

- Proxim

- IoT: 'T



# What

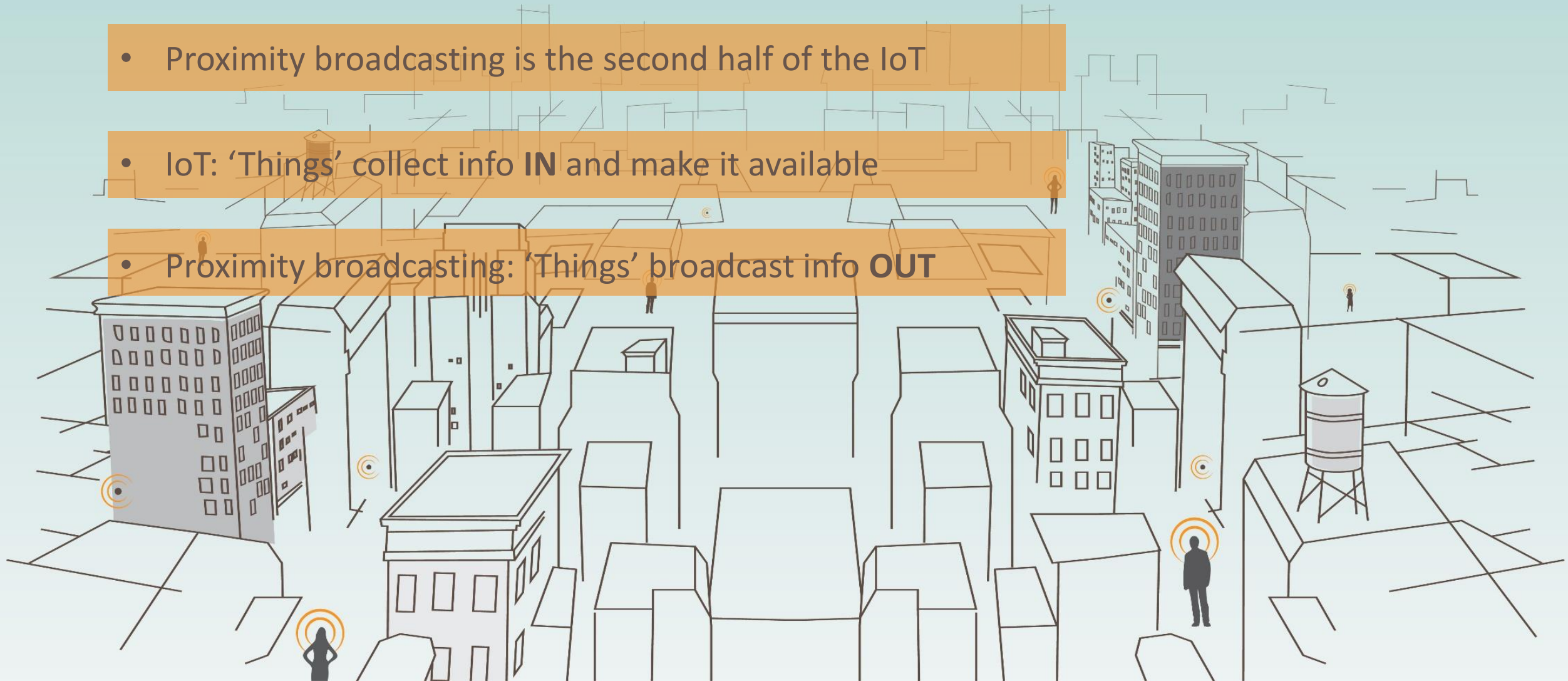
- Proxim

- IoT: 'T



# What is proximity broadcasting?

- Proximity broadcasting is the second half of the IoT
- IoT: 'Things' collect info **IN** and make it available
- Proximity broadcasting: 'Things' broadcast info **OUT**



Wh

- Pr

- lo

- Pr



Wh

- Pr

- lo

- Pr

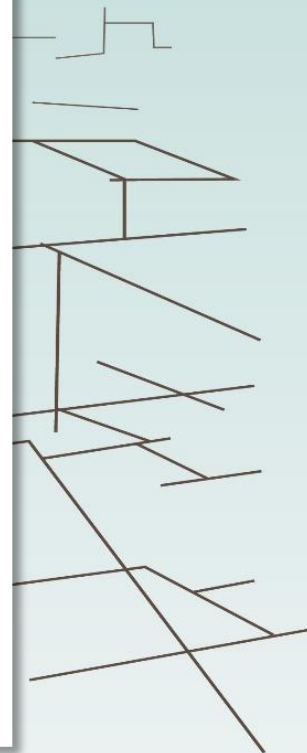


Wh

- Pr

- lo

- Pr





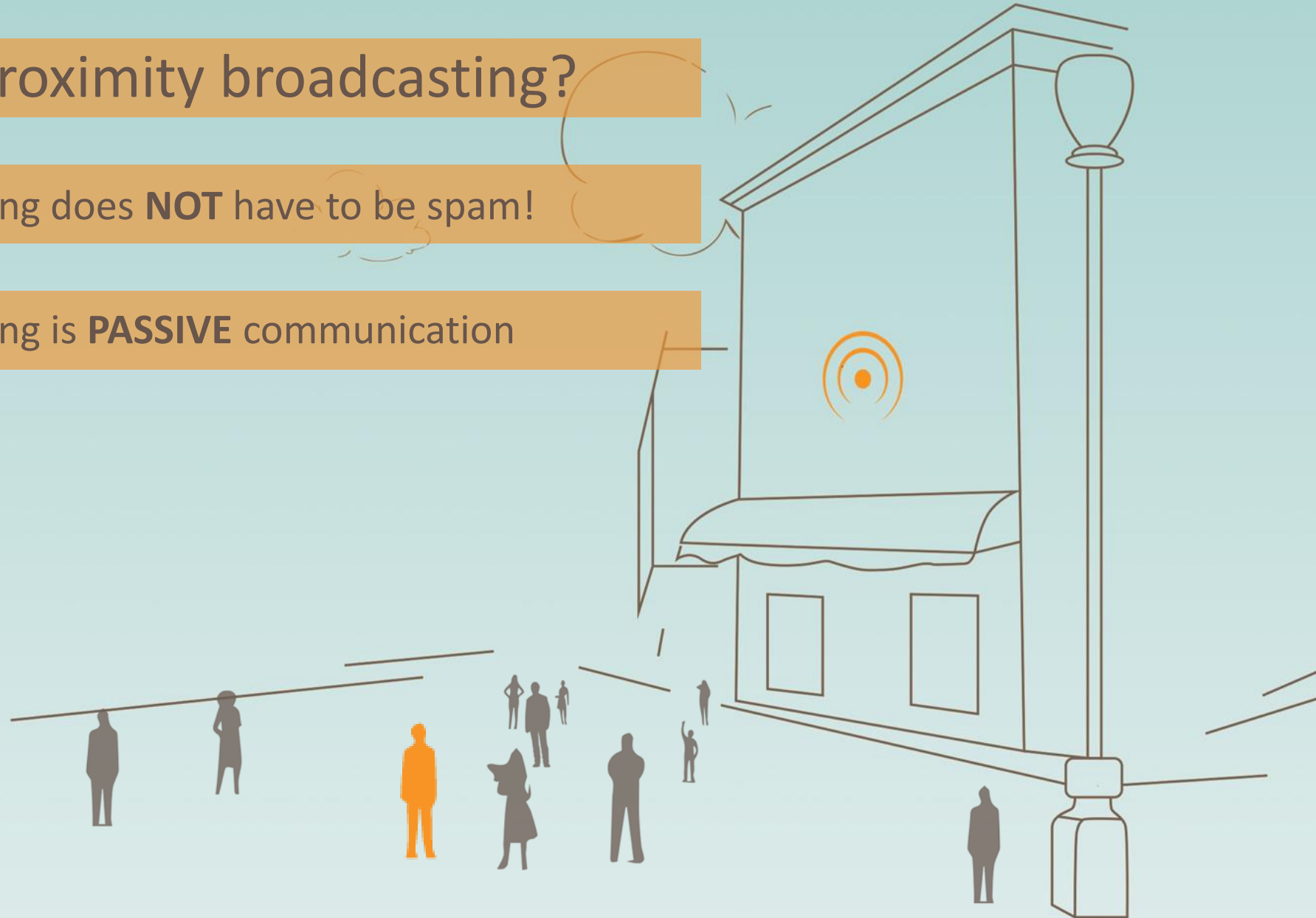
# Capabilities of proximity broadcasting?

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- Proximity broadcasting is **PASSIVE** communication



# Capabilities of proximity broadcasting?

- Proximity broadcasting does **NOT** have to be spam!
- Proximity broadcasting is **PASSIVE** communication
- **PEOPLE** can also be broadcasters



**‘The most important retail technology  
since the mobile credit card reader’**

**- Business Insider**

**44**

**Billion USD sales increased by broadcasters 2016**

**4**

**Billion USD sales increased by broadcasters 2015**

**85%**

**Top retailers using proximity broadcasting**

**1**

**Billion devices able to read broadcasts**

US commercial  
broadcaster adoption

4500 k

4000 k

3500 k

3000 k

2500 k

2000 k

1500 k

1000 k

500 k

2013

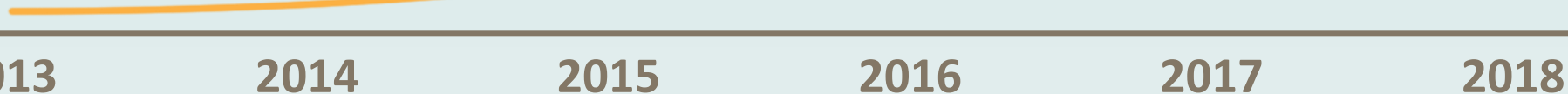
2014

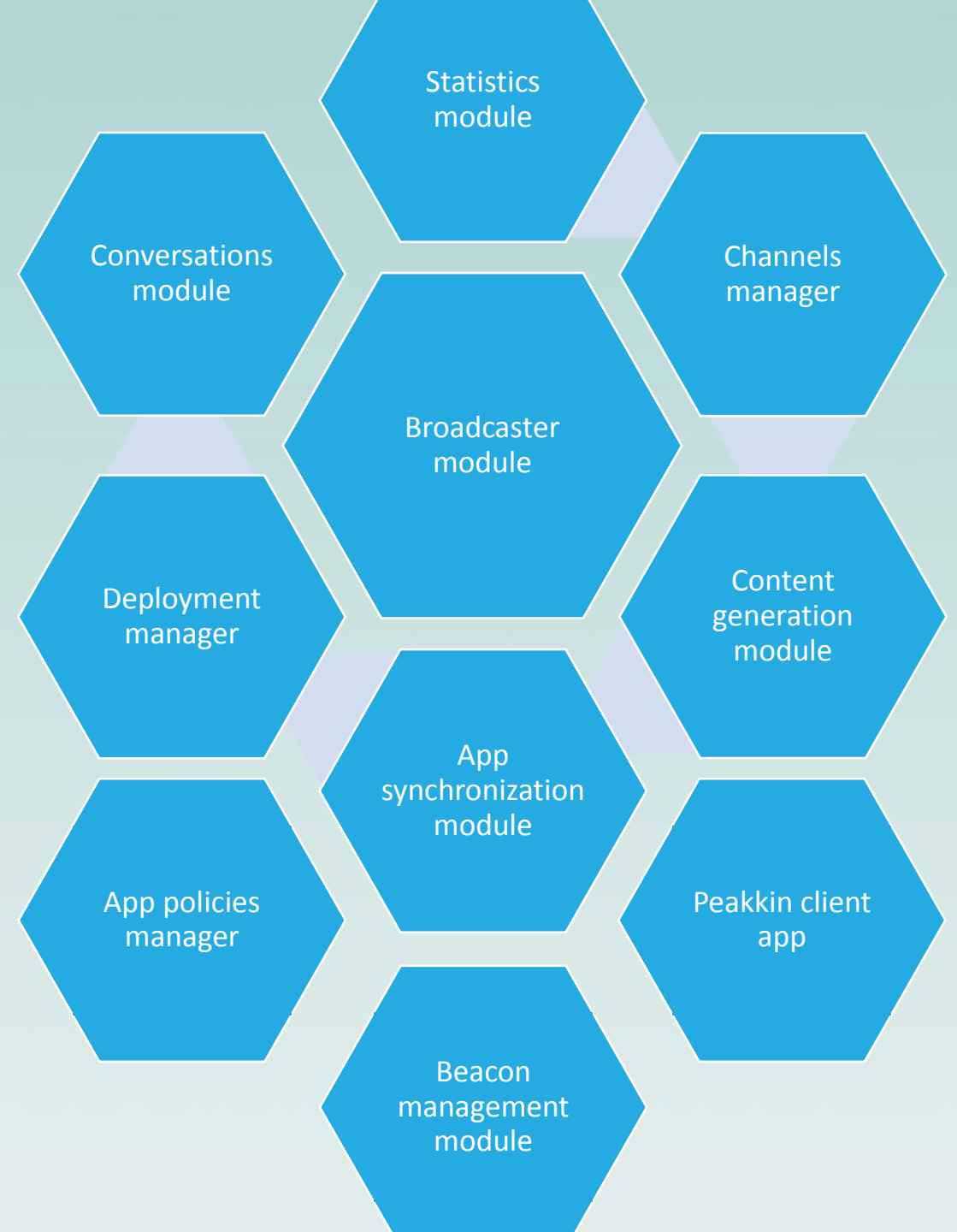
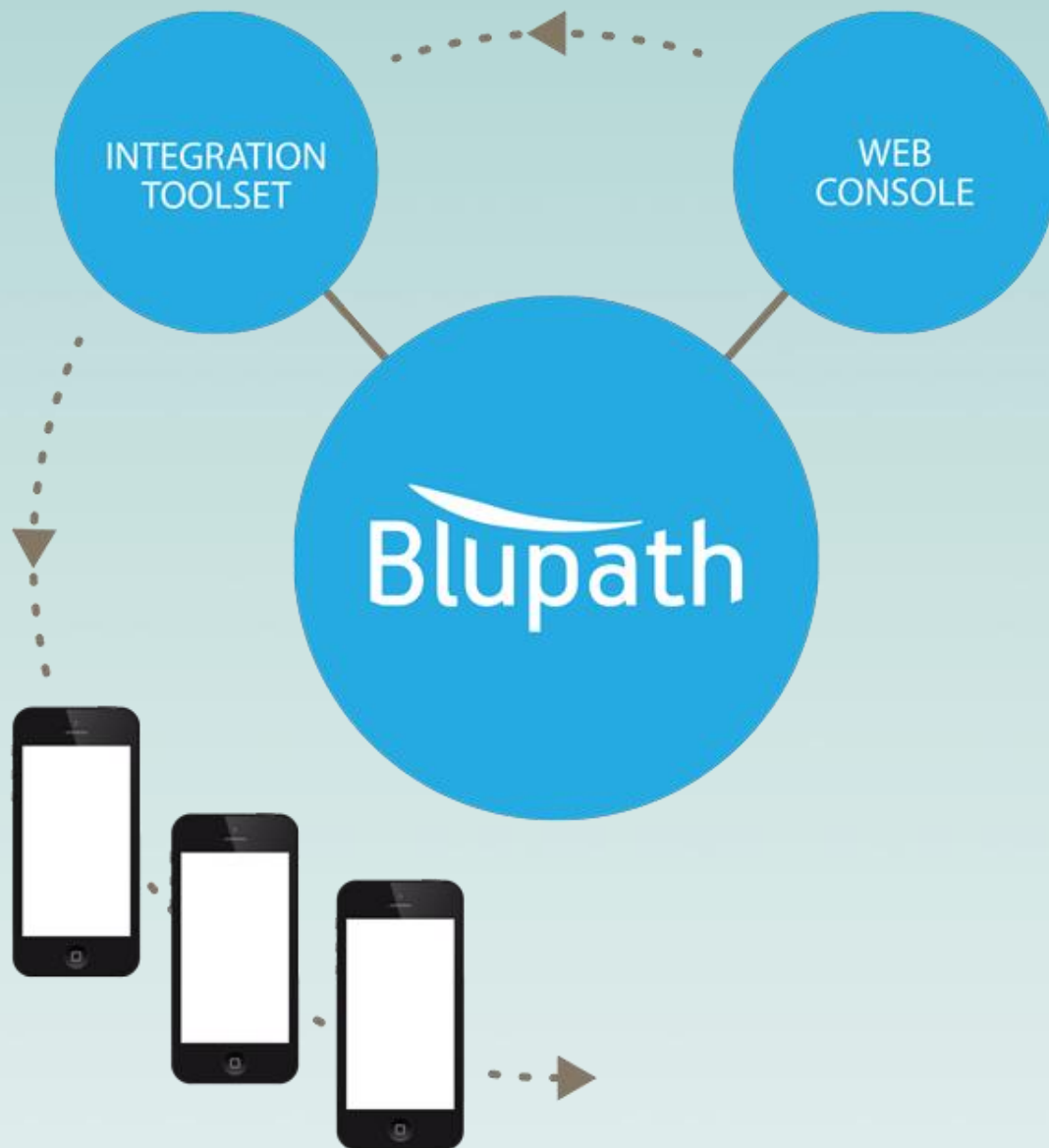
2015

2016

2017

2018







Thank you!

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