Beacons
Reaching Learners at the Point of Need

Beacons are small transmitters with a unique ID that can be placed in any physical space to communicate and trigger an application on a mobile device.

GP Strategies created a team-building social activity using beacons. Teams of attendees were given an iPad and encouraged to explore their physical space. When a team encountered a beacon, a question popped up on their device. The team that answered the most questions correctly was declared the winner.

Beacons can be used in any context where proximity-based information would be useful at the physical point of performance or learning.

- **Stores**: Alert shoppers when they are near a deal.
- **Museums**: Provide visitors with exhibit information.
- **Stadiums**: Provide visitors with information.
- **Company HQ**: Provide new hires with onboarding information.
- **Factory Floor**: Provide equipment startup or safety procedures.
- **Showrooms**: Provide up-to-date product and pricing information.