

FastSensor



Technology

Customer Training Center

Beacons

Why Compare to Beacons?

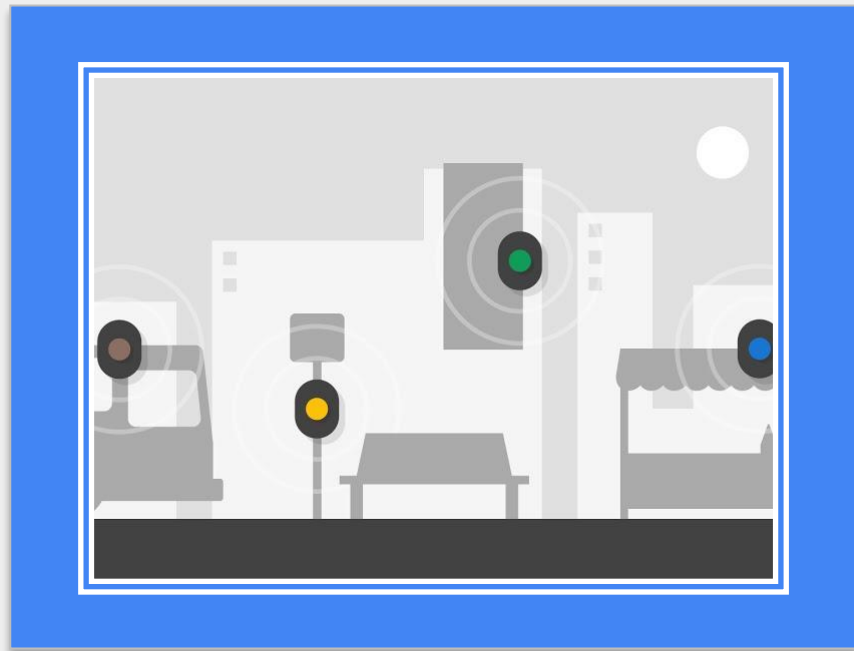
“While nearly five million beacons are deployed globally, there is no widespread use or adoption of them. Some stores even scaled back their beacon deployments after testing them in pilot programs, finding a lukewarm reception among customers.”

Annalect

What is Beacon?

A platform for marking up the world to [make your apps](#) and devices work smarter by providing timely, contextual information.

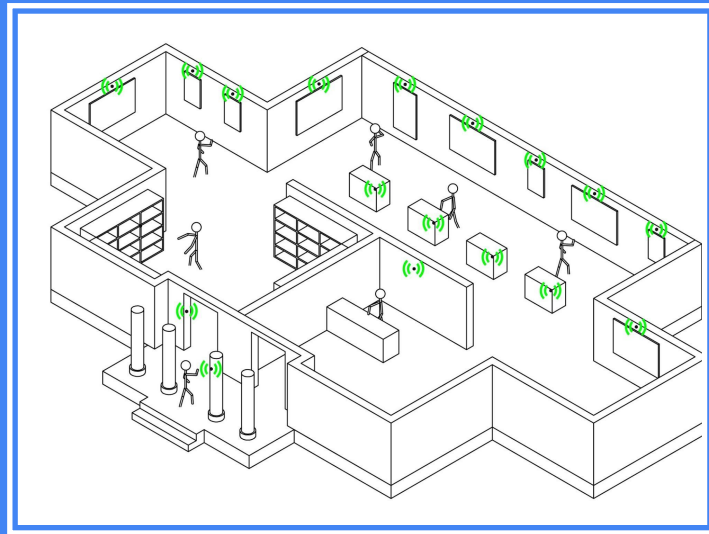
by **Google**



How does it work?

Beacons are one-way transmitters that are used to mark important places and objects. Typically, a beacon is visible to a user's device from a range of a few meters, allowing for highly context-sensitive use cases.

by **Google**



They Say...

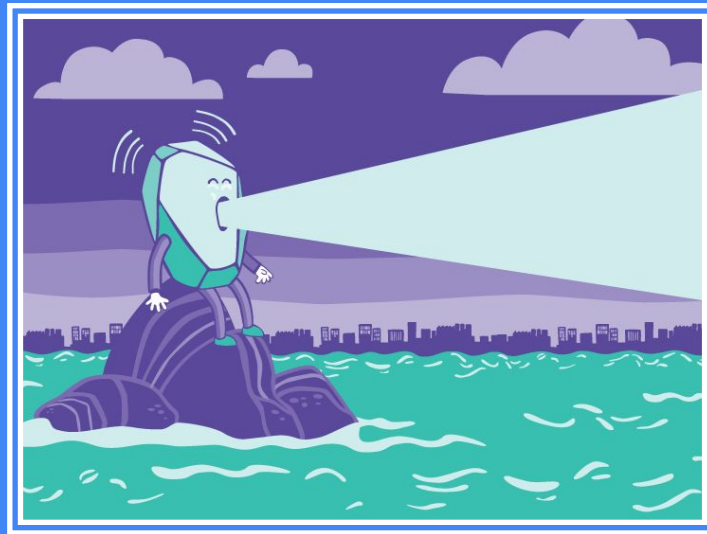
“From a consumer standpoint, using beacons is sort of a hassle, when it involves downloading and installing an app that doesn’t relate to the users’ lifestyle.”

Kim Stuart, Retail Dive

Beacons are not Internet connected

"Beacons, once you position them, are like a lighthouse. They send out a signal. They're unaware of themselves and any other devices that are around them."

Patrick Leedy



Beacons are not Power connected

"A beacon powered up to 70 meters might only last 6 months, whereas if you have it down to 2 meters you might get 2 whole years out of your beacon."

Patrick Leedy



They Say...

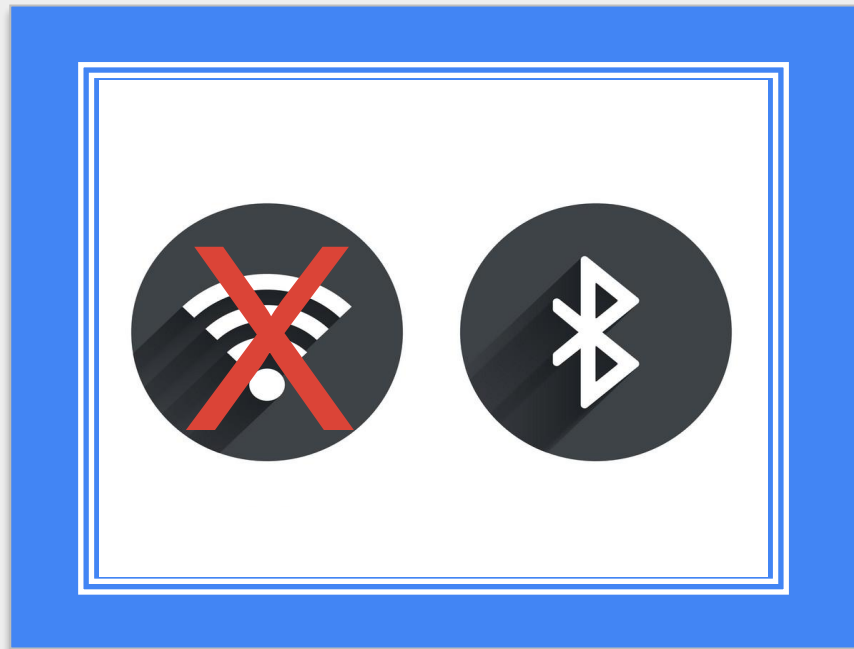
“In trying to install beacons throughout our building we’ve faced many challenges. While the solution remains lightweight and flexible, there’s a lot of overhead to deal with.”

Shelley Bernstein, Brooklyn Museum

Beacons are Bluetooth only

"The beacons reach out to customers when someone walks by with a Bluetooth enabled smartphone and the right application."

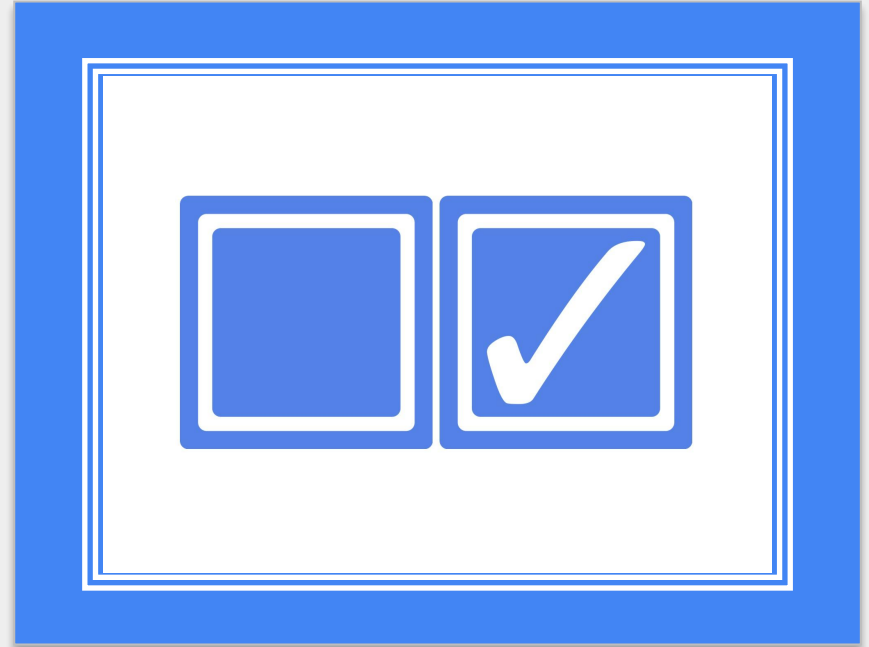
Huffington Post



Beacons require Opt-In

"Apple explains iBeacon technology to consumers as the enabling technology for Apple devices to alert apps or websites (which the user has opted into) when someone approaches or leaves a location."

Forbes

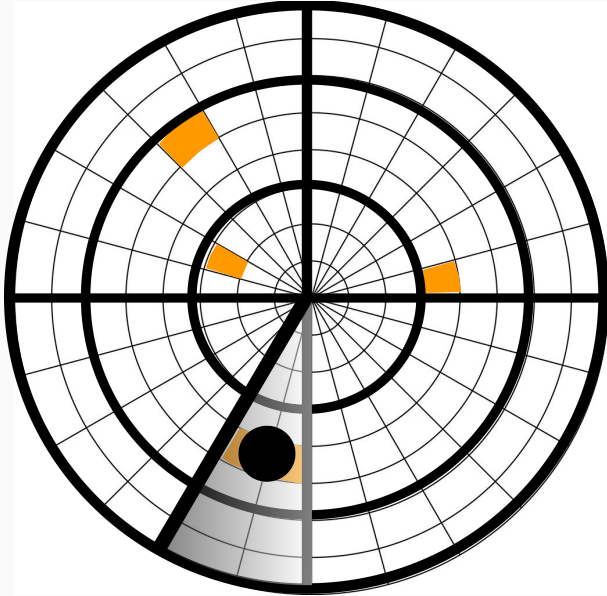


They Say...

“People walk fast. If they walk so fast from one department to another, it is pretty tough to message them.”

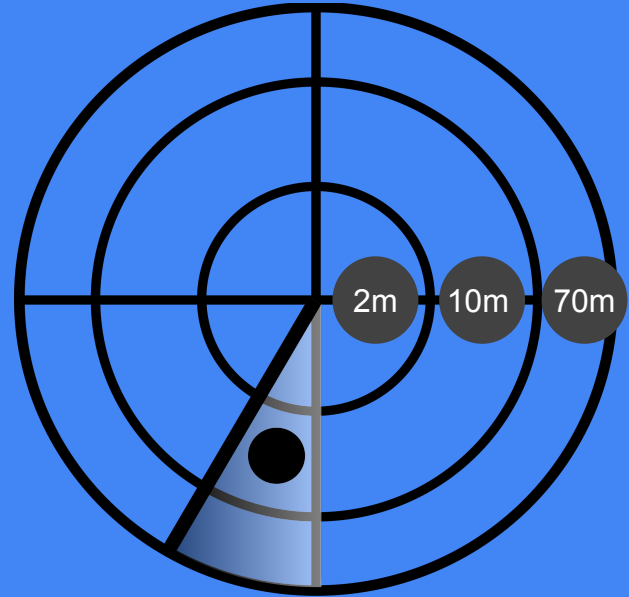
Venkat Gopalan, Sephora

FastSensor Accuracy



We cover every sq. meter

... and Beacons



Circular areas, range=accuracy

They Say...

“Another issue with beacon technology is the number of units you need to deploy for accuracy. They will tell you they can track down to a square foot but that requires a beacon every two feet. What would that look like in a store and how do you maintain that many pieces of hardware?”

FastSensor is the most effective

	FastSensor	Cameras	Beacons
Unique visitors	✓	✗	✓
Loyalty	✓	✗	✓
Passiveness	✓	✓	✗
1 sq. meter accuracy	✓	✓	✗
Walk-by traffic	✓	✗	✓
Differentiate shoppers and employees	✓	✗	✗
In-Store coupons	✓	✗	✓

They Say...

“Unlike Beacon or Wi-Fi-based solutions, FastSensor is currently the only vendor capable of indoor passive smartphone tracking.”

PlanetRetail RNG


Comparing Sensor / Dashboard Technology

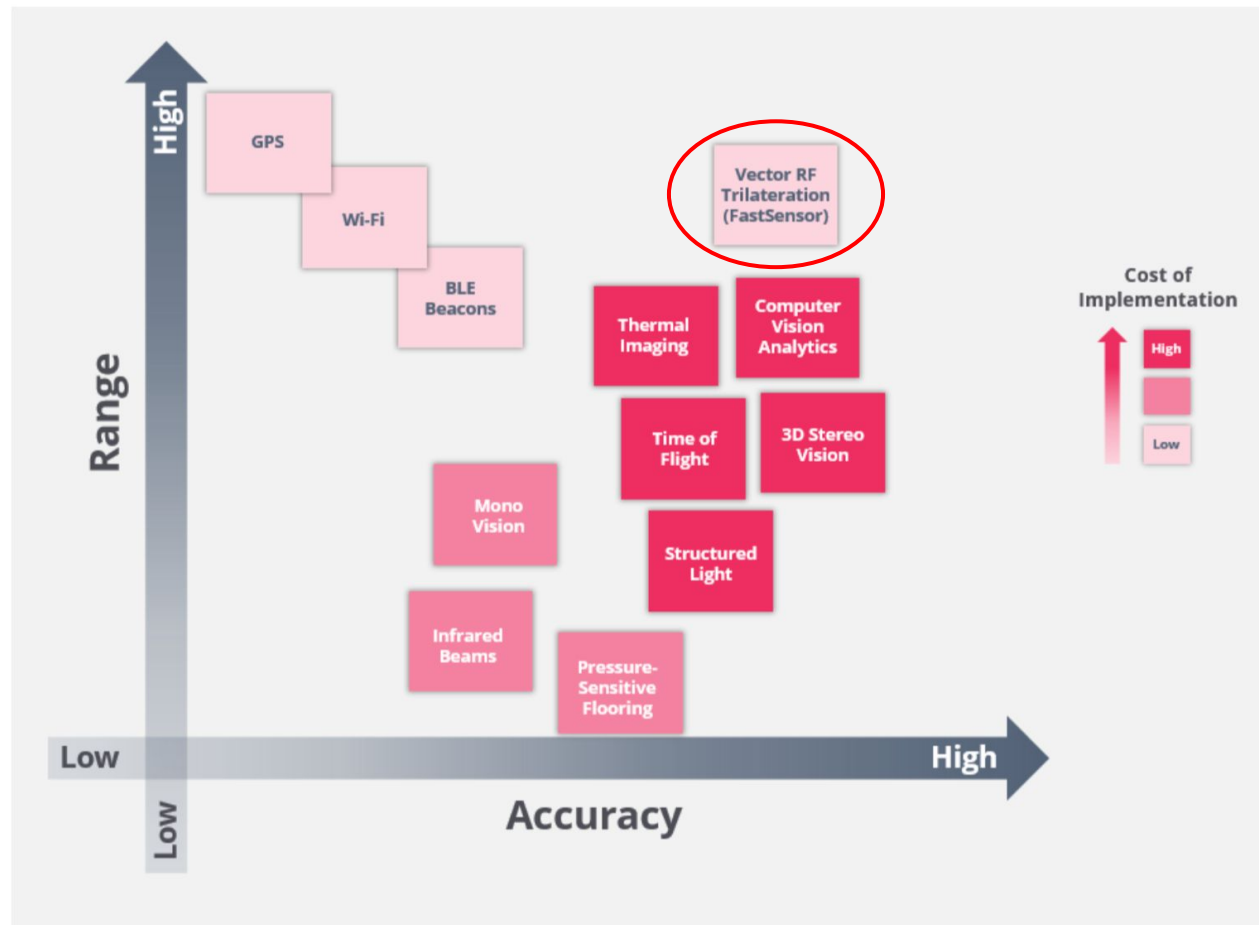
	FastSensor	Beacons	Cameras	What this means?	Why it matters?
Distinguishes First Time Shoppers	Yes	Yes	No	FastSensor tracks how long they visit, by area, within the bldg.	Knowing the percentages of people who are new or returning matters.
Distinguishes Returning Shoppers	Yes	Yes	No	How many returning loyal customers are inside.	Know how often your shoppers return to keep your promotions fresh.
Allows for Passive Tracking	Yes	No	Yes	No action required by shopper.	No Opt-in required for FastSensor.
No IT integration required	Yes	No	No	First to use cell-to-dashboard technology.	Marketing departments need systems and data that doesn't require IT integration. That matters a lot.

Comparing Sensor / Dashboard Technology

	FastSensor	Beacons	Cameras	What this means?	Why it matters?
No Wifi network required	Yes	No	No	Major headache avoided in not using existing Wifi.	FastSensor seamless cell transmission matters for speed and efficiency.
AC power or battery	Yes	No	No	Works in any environment.	You get to choose.
Mobile transmission to the cloud/ dashboard	Yes (world's first)	No	No	System is self contained.	FastSensor doesn't touch existing IT.
Coverage down to	1 sq meter	6 sq meters	1 sq meter	Records duration of stay down to as small an area as a checkout counter.	Tracking where people go, and how long they wait matters.
Coverage includes outside too	Yes up to 50 meters	No	No	Records all visits for those that walk by the front entrance.	Knowing the percentages of walk bys to visits matters when changing the window display.

Analytics?

 FastSensor
offers the best
technology
according to
Planet**Retail RNG** >



Why Choose FastSensor?

- Passive Tracking
- Large coverage with few devices
- Accuracy
- No integration required
- Learning over time and qualified information



Case Study

\$1.5M, < 5% conversion

A Mall in the USA spent \$1.5M to install 15K beacons and additional \$120K/month for technical support.

Challenge:

Engage with visitors through a digital App interface to offer convenience and special coupons.

Results:

- After four months, less than 1% of the visitors installed the App and engaged with the program.
- Due to intense foot traffic, the batteries last only one month, requiring beacon replacement.

Thanks!

It was a long journey and, after
all, we have the sky above.

Contact us:

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<https://www.fastsensor.com>

