

LYU1402 Indoor Location Service with iBeacon

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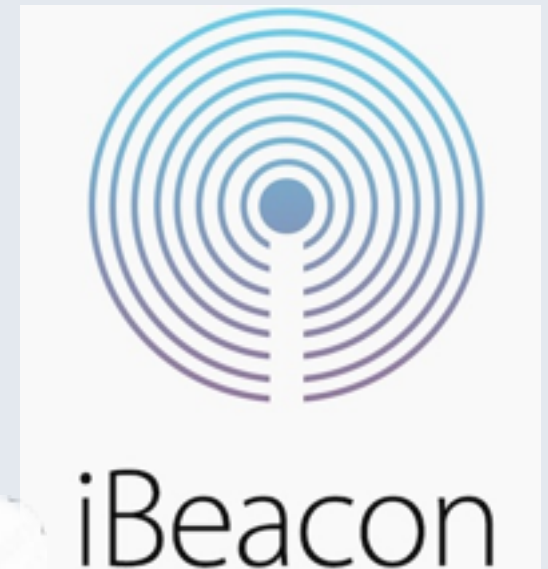
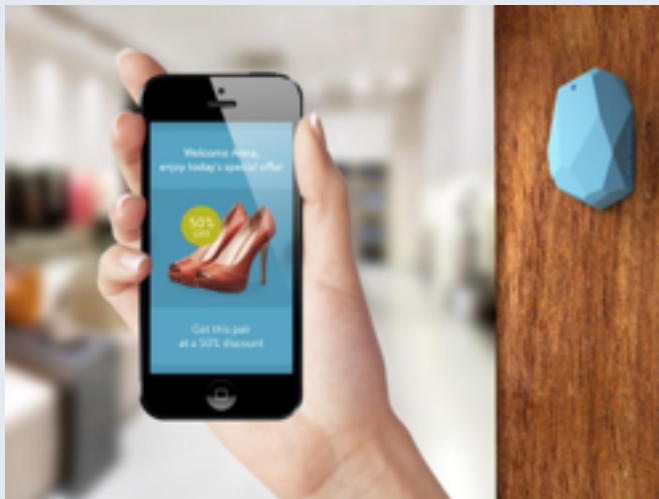
Term 2

Final Year Project
Presentation



iBeacon(recap)

- BLE technology
- Proximity



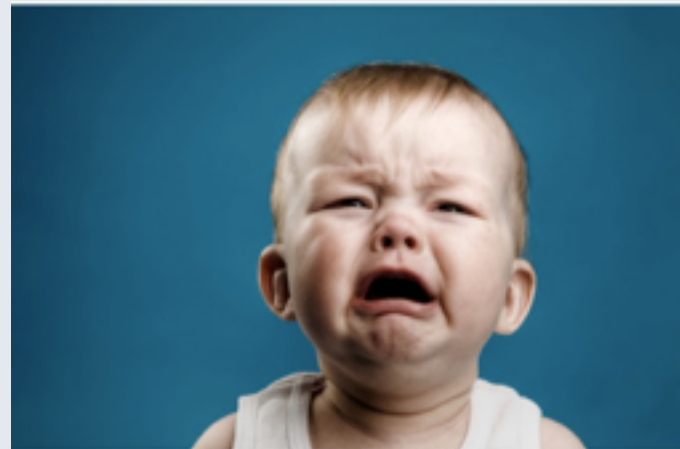
Noticon(recap)



- Notification with iBeacon
- Push notification - current location & advertisement (Posters)

Limitations of Noticon ver 1.0 (recap)

- Fixed ibeacon monitoring list
- Fixed advertisement layout
- User log is stored in the device
- No further data analytic



- **Can we make it more generic?**

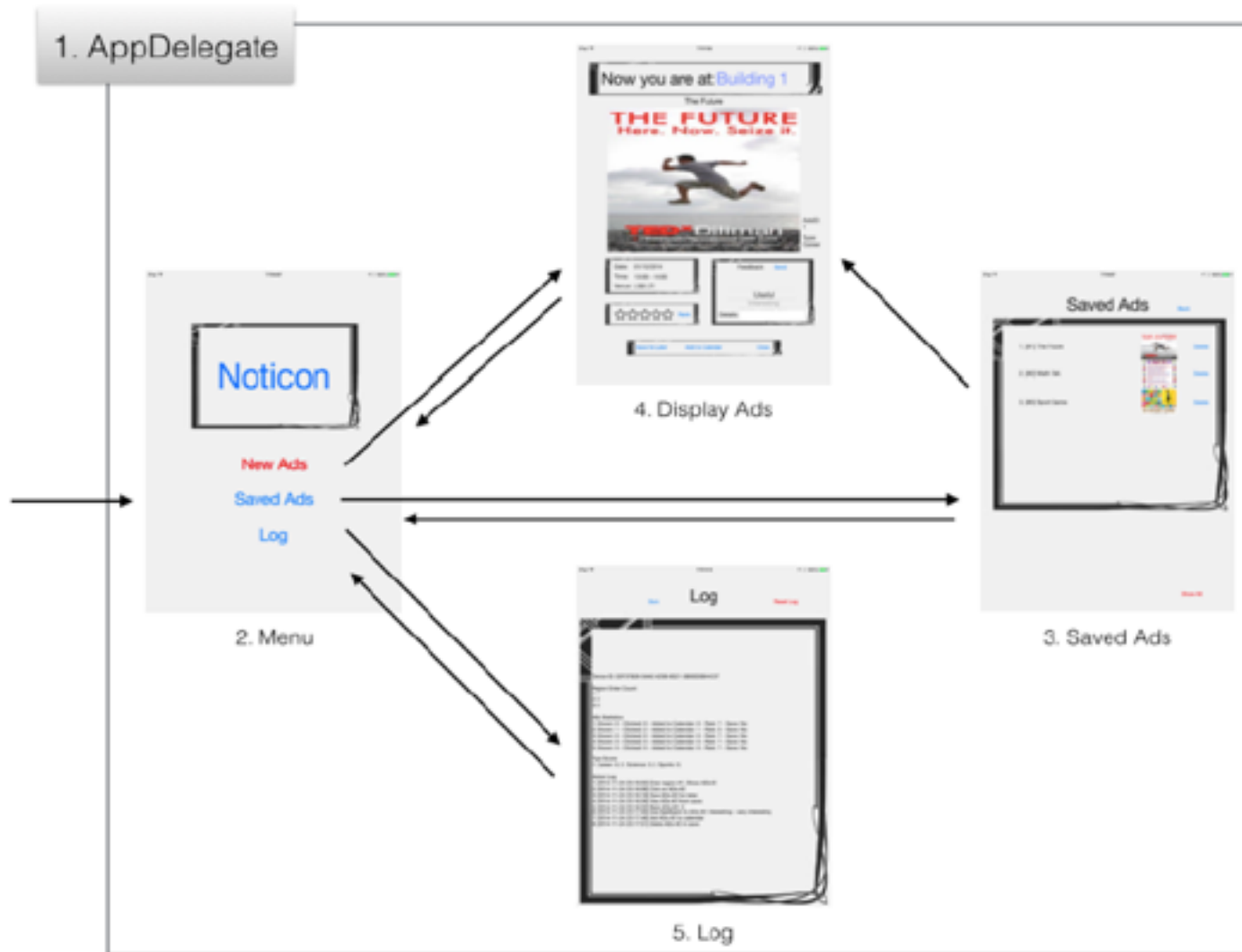
Noticon ver 2.0 achievement

- No fixed ibeacon monitoring
- Create content via iPad CMS portal app
- Content selection based on user's history

Version 



Version 1.0 overview

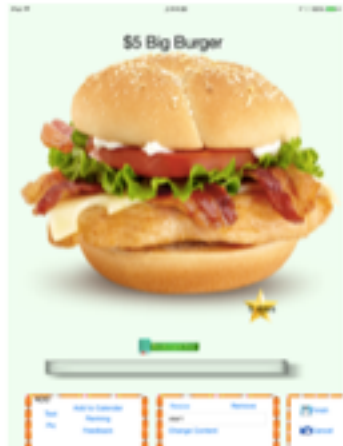




AppDelegate



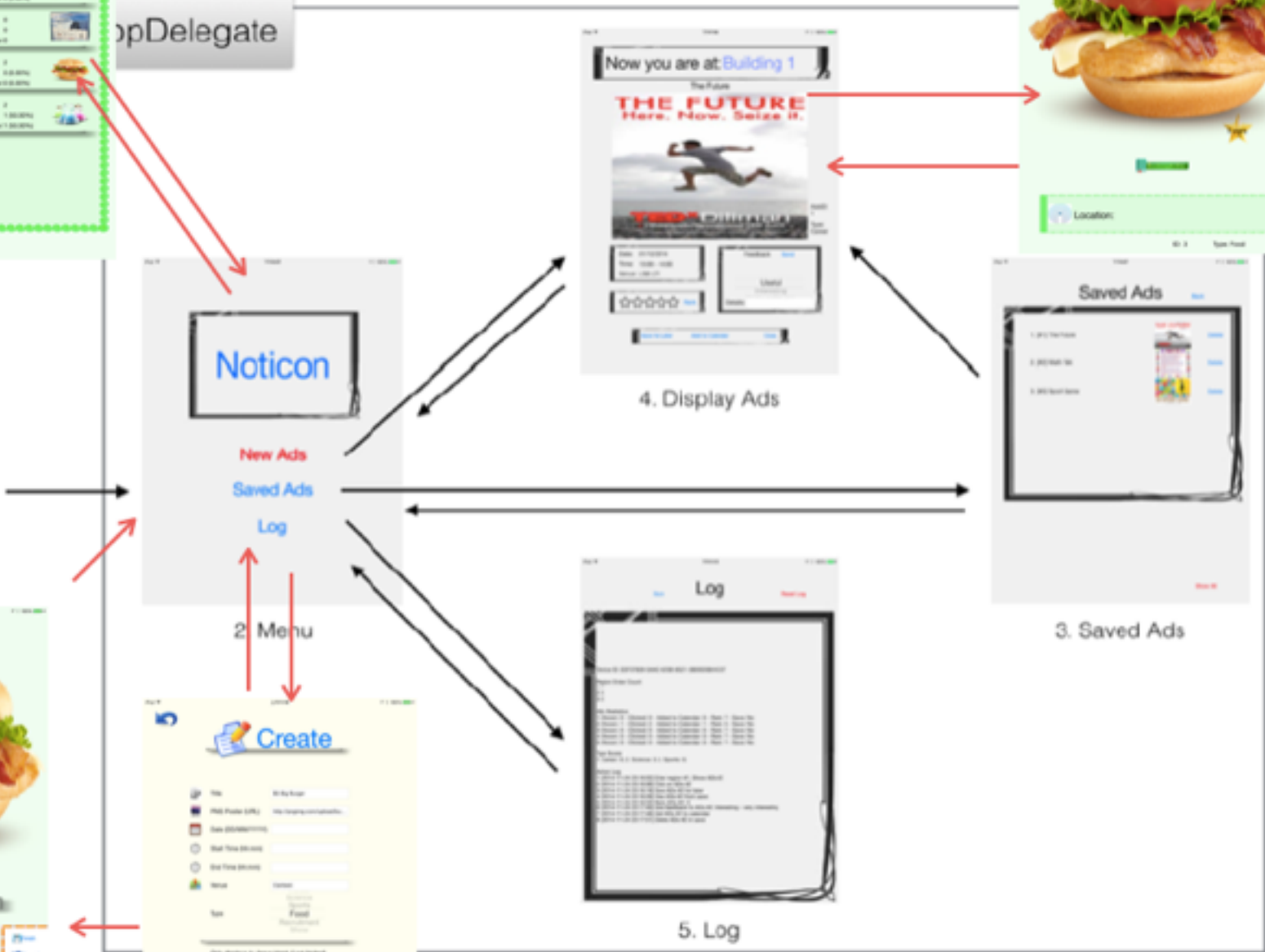
4. Display Ads



3. Saved Ads



5. Log





Noticon

1. Send required id in JSON



4. Data in JSON



database

2. SQL



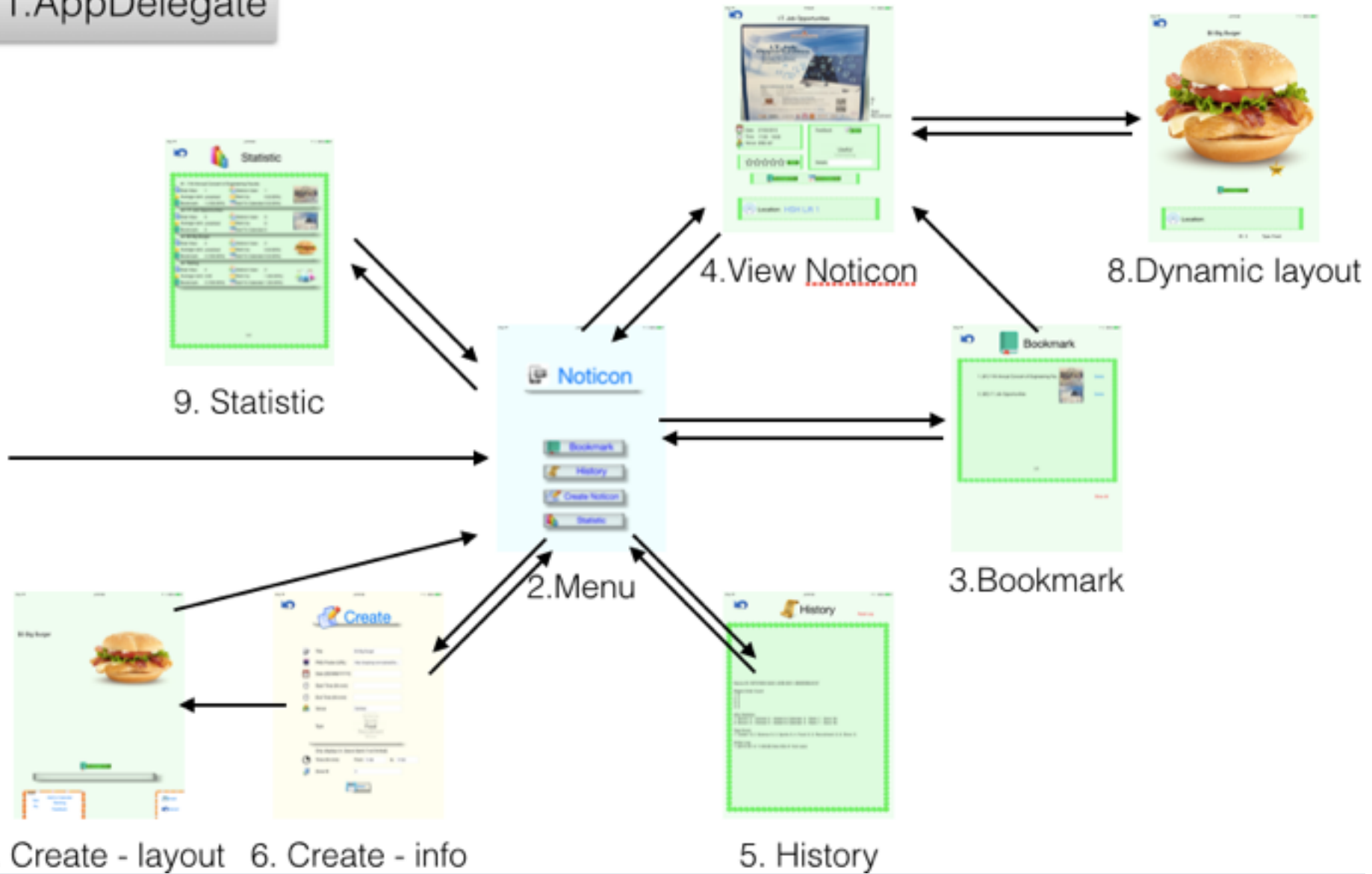
3. Data



php

server

1.AppDelegate

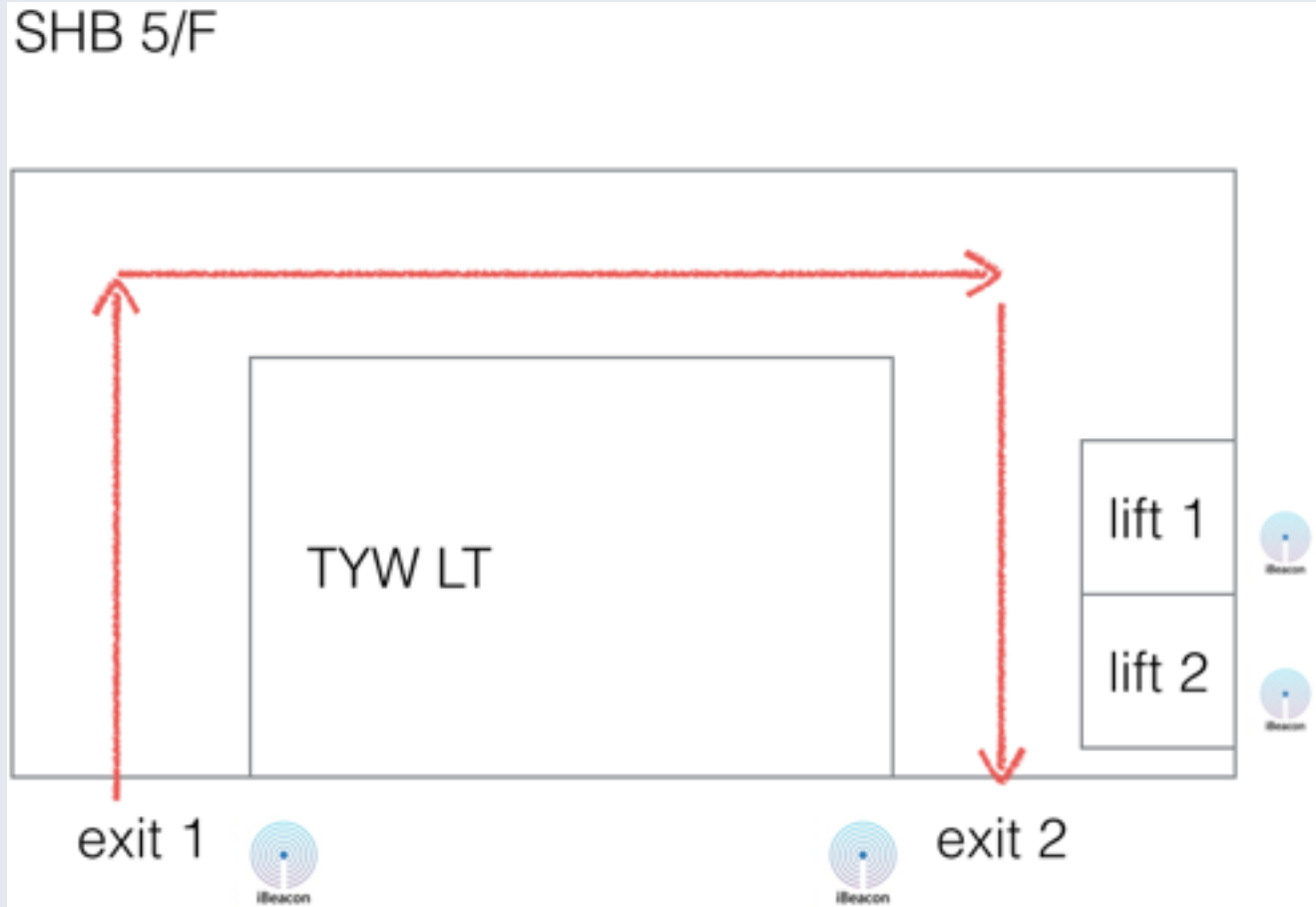


Selection algorithm

- **Version 1.0 Used:**
 - View/Clicked
 - Type Score(Academic/Food/Career...)

- **Version 2.0 additional policy:**
 - Zone
 - Advertisement for different Place
 - Time

SHB 5/F ibeacon setting



Different Zone

SHB



Academic:
Poster: #1,2

Coffee Corner



Food:
Poster: #3,5

Different Time



Different Time range



#3: 11am-5pm



#5: 6pm-11pm



Further implementation

- Create a library
- Create a powerful management system
- Enrich the interactive components
- Support different platforms

Q&A