



xTAG BEACONS

Engage Users with a Smart Beacon that Includes NFC Support

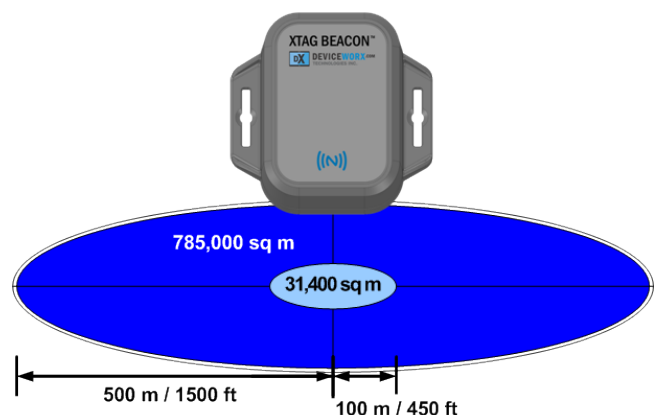
The Deviceworx xTAG BEACON supports both Bluetooth Low-Energy (BLE) beacons and Near Field Communications (NFC) "tapping" in 1 tough package. This industrial-grade xTAG solves a number of common BLE beacon and NFC tag challenges:

- **Beacon Range** - The xTAG BEACON transmits BLE beacons at a configurable power level from -20 dbm to 8 dbm. This supports coverage range between 10 m (30 feet) and 500 m (1500 feet)
- **No App Required** - xTAG BEACONS signal apps to display advertising or informative messages when users come into range, but they can also automatically display Apple wallet coupons with no app install required. And, no app is required to display multiple messages when users tap the xTAG BEACON using Smartphones with NFC.
- **BLE Efficiency** - Leveraging BLE 5.0 technology, the xTAG BEACON supports beacons (simultaneous Apple & Android) with a battery life of 5+ years.
- **Intelligence** - Keep track of NFC tap timing to deliver up to 10 messages to a user. Let users load up on promotions in a single xTAG BEACON engagement.
- **Manageability** - The xTAG BEACON can be cloud-connected through the xGATEWAY for monitoring, configuration updates & measured advertising. This ensures that networks of xTAG BEACONS are kept operational to deliver mission-critical, measured messaging



xTAG BEACON Multi-tap Support

- **NFC Efficiency** - Deliver millions of messages to Smartphones via NFC taps - from each xTAG BEACON with a battery life of 5+ years.



An Increased Beacon Range of 5x Improves Coverage by 25x

App or No-App Messaging - You Choose



The xTAG BEACON supports traditional app-based messaging with radically improved coverage and battery life compared to competitive beacons. Messaging apps (including proximity marketing apps) can be signaled from much further away increasing coverage and potential audience by a factor of 25. Smartphones will receive beacon messages when they enter coverage & any beacon messaging apps installed will be instructed to display a notification to the user with message highlights. Selecting the notification will open message details in the messaging app or a Smartphone browser.

The xTAG BEACON is not like other NFC Tags in that it supports intelligent, multi-tap access to a variety of content. It delivers up to 10 messages to users when they tap multiple times. Smartphones can show web content (including games and video), launch apps or even to make calls. Content links can be updated with an app. Initial xTAG BEACON purchase includes setup of content by Deviceworx. Simply mount them and immediately give end users tap access to things like menus or real estate listing details.



In addition to messaging, apps can use BLE beacon signal strength from one or more xTAG BEACONS to determine app user location. This supports worker or user location tracking for improved direction of resources or targeted messaging. For example, targeted emergency messages can be sent to users or workers based on their location.

xTAG BEACON Specs

- 85 g or 3 oz
- 50mm (2") wide, 68mm (2.5") long, 42mm (1.5") tall
- BLE 5.0 at 1 Mbps with 500m range (with range adjust down to 10m)
- NFC Type 2 and Type 4 Tag Emulation (ISO-14443A and ISO-14443A) with range to 20 mm or 3/4"
- 5+ Years Battery Life at typical use
- Screw-in flange mount
- IP67 dust/water ingress rating
- -40°C to 70°C operating temperature

Next Steps

Contact Deviceworx to learn more about how the xTAG BEACON can work for you.

Email: sales@deviceworx.com
Call: **1-888-409-2688**