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## IoT bluetooth receiver and presence tracker

Today we present an alternative use to bluetooth beacon systems. Thanks to Google Nearby technology it is possible to send advertising messages to Android devices.

Operation is simple and all Android smartphones from version 5.0 are supported. To receive and view the Google Nearby Beacon Bluetooth advertising on the screen of an Android smartphone you do not need to install anything: they must have activated the bluetooth and geolocation. In practice 100% of smartphones that are connected in the car to listen to music or use Google Maps.

What are the advantages that a store has by installing a Beacon Bluetooth iBeacon device Google Nearby? Within 20 meters all passersby will receive the proximity notification of the store.

You can send promotions and coupons!

Thanks to Pollicino's technology you can send a push message even after the passage of people.

The use that we offer today is the collection of how many people pass near your store.

Thanks to the premium features of Pollicino you can view in real time the graph of time attendance of the day.

You can also access the storio and then make machine learning or forecasts for the coming months.

Everything is managed by the Bluetooth Beacon IoT Pollicino platform in an automatic and transparent way.

What if I had an iPhone?

To make it work on Apple iPhone you need to install the Pollicino app.

What are the goals of bigdata on IoT presence detector?

We can share them with the municipality or public bodies so as to maximize the value of the territory.