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## Is Google shutting down Google-Nearby Eddystone Notifications

Is Google shutting down Google-Nearby Eddystone Notifications?

Reporting to the official Google Newsletter they will turn off the notification on the 8th of december 2018.

Here is the original text:

Discontinuing support for Android Nearby Notifications

25 October 2018

Posted by Ritesh Nayak M, Product Manager

Three years ago, we created Nearby Notifications as a way for Android users to discover apps and content based on what is nearby. Our goal was to bring relevant and engaging content to users - to provide useful information proactively. Developers have leveraged this technology to let users know about free wifi nearby, provide guides while in a museum, and list transit schedules at bus stops.

We've learned a lot building and launching Nearby Notifications. However, earlier this year, we noticed a significant increase in locally irrelevant and spammy notifications that were leading to a poor user experience. While filtering and tuning can help, in the end, we have a very high bar for the quality of content that we deliver to users, especially content that is delivered through notifications. Ultimately, we have determined these notifications did not meet that bar. As a result, we have decided to discontinue support for Nearby Notifications. We will stop serving Nearby Notifications on December 6th, 2018.

What does it mean for Android users

Android users will stop receiving Nearby Notifications.

What does it mean for developers

On December 6th we will stop delivering both Eddystone and Physical Web beacon notifications. You will still continue to have access to the beacon dashboard and can deliver proximity based experiences similar to Nearby Notifications via your own apps using our Proximity Beacons API.

We have two related APIs, Nearby Messages and Connections, that are available for developers to build device-to-

device connectivity experiences, and also have Fast Pair, for device discovery and pairing. We will continue to invest in these APIs and support products using these technologies.

We sincerely appreciate the efforts of the Android developer community in supporting and evolving Nearby technology and the feedback that has helped us improve. We look forward to continuing to deliver engaging proximity experiences to users and seeing what developers create within their apps with our APIs.

You can find the original source here:

<https://android-developers.googleblog.com/2018/10/discontinuing-support-for-android.html>

What is the mean of eddystone ending process?

What will be the future of all museum and location aware driven experiences?

We do not know right now, but what I can say is: pollicino platform is the unique complete platform performing google nearby and other beacon technologies, such as proximity marketing Tag NFC, QRCode and other bluetooth transmitters.

We will continue supporting the eddystone bluetooth broadcasting protocol.

Why can we continue support google nearby services? Because we are the provider for customer experience.

We will deliver location aware push notification to your smartphone for free.

We will be in charge on managing all the new notifications.

It is the best platform to manage and create proximity marketing.

We will spread notification world-widely.

Also we are going to build our device model compatible with iBeacon Apple and Eddystone protocol.