

# W3/W3B Exhibition Beacon

## Product Brief

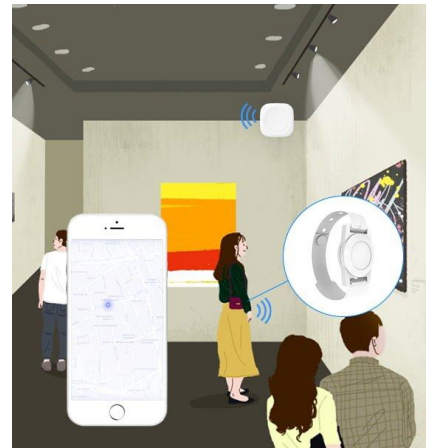


Designed with wearable bracelet shape, also integrated with 3-axis accelerometer sensor, W3 Tracker Beacon can be available for the scenarios of commercial advertising and indoor location-based service.

### Marketing promotion

- ✓ Proximity promotion for exhibition/shopping mall cases.
- ✓ Multiple advertising protocol provided and customized format supported.
- ✓ Rugged wearable design for gerocomium or hospital.
- ✓ Indoor Location-based services and SOS services.

### Use case



#### Proximity promotion

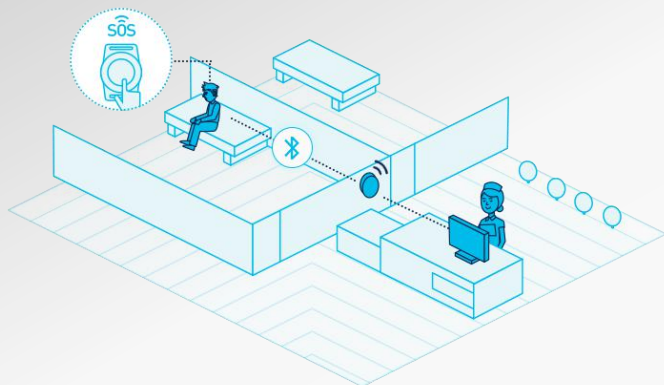
When visitor approaching to a particular painting, product, or shop, then APP recognize the W3 beacon info and then background server push relevant info to visitor intelligently.

Extend indoor location-based services and information collections for user preferences analysis.

#### Indoor positioning

\* Wristband is an optional accessory.

\* Difference W3 & W3B: W3B has a mechanical button which can be applied to emergency broadcasting.

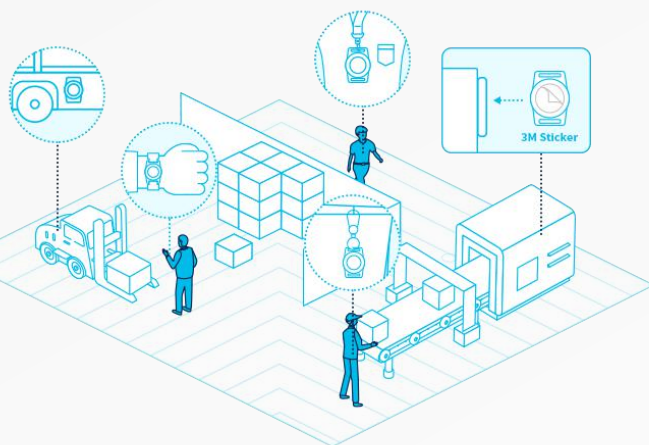


## General Features

Main Chip	Nordic nRF52
Bluetooth	Bluetooth 5.0
Range	Up to 150 meters (in the open area and no obstacles)
Dimension	40.4mm x 29.0mm x 8.6mm
Weight	7.6g (With battery and without strap)
Material	ABS+PC
Waterproof	N/A
Color	White
Installation	Wrist wear, Keychain, Hang, Neck chain, Sticker
Button	Mechanical button (W3B)
LED	Single red LED
Sensor	3-axis accelerometer sensor (optional) RFID integrated in the strap (need to be customized)
Operating temperature	-20°C / + 60°C
Storage temperature	-20°C / + 70°C (without battery) 10°C / + 25°C (with battery)
Humidity	0% ~ 95% (non-condensing)

## Functions

Advertising format	Apple iBeacon Google Eddystone (UID, URL, TLM) MOKO BeaconX Pro sensor data ( with 3-axis G-sensor)
Multi-advertising	Support up to 6 active slots (Beacon can broadcasts different advertising packets separately)
Configurable list	Advertising format and data/ Beacon name Tx Power/ Advertising interval Connection password/ Trigger options/ Sensor parameters
Proximity promotion	Calculate the distances through RSSI and push specified advertising promotion information
Sensor sampling	Broadcast or notify the 3-axis G-sensor data in real time (with 3-axis G-sensor)
SOS emergency (Button trigger)	Two or three times to click the button to change the advertising status and data for emergency help
Firmware update	Nordic DFU OTA/ J-link
Configuration APP	iOS and Android are available Scanning the advertising data and connecting to configure all parameters Open APP SDK for customer to develop



## Power

Power supply	Replaceable CR2032 Lithium Coin Cell Battery 220mAh
Battery replaceable	Yes
Lifetime	1.5 years (Default settings*)

*Default settings - 1 active slot, 1000ms ADV interval, 0 dBm Tx power and without 3-axis sensor.*

## Service and Customization

Certification	USA (FCC), Europe (CE-RED, CE-LVD, CE-EMC, REACH, RoHS ) Other certifications can be customized
Manufacture customization	MP Pre-configuration parameters Packaging/ Laser logo/ Label/ Sensor/ Strap/ RFID
Development	Custom firmware development Customer firmware programing Custom hardware design and layout



# Contact Us

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