

How does BLE communication work?

BLE communication consists primarily of “Advertisements”, or small packets of data, broadcast at a regular interval by Beacons or other BLE enabled devices via radio waves.

BLE Advertising is a one-way communication method. Beacons that want to be “discovered” can broadcast, or “Advertise” self-contained packets of data in set intervals. These packets are meant to be collected by devices like smartphones, where they can be used for a variety of smartphone applications to trigger things like push messages, app actions, and prompts.



2 Communication Protocols

iBeacon for Apple Users & Eddystone for Android Users

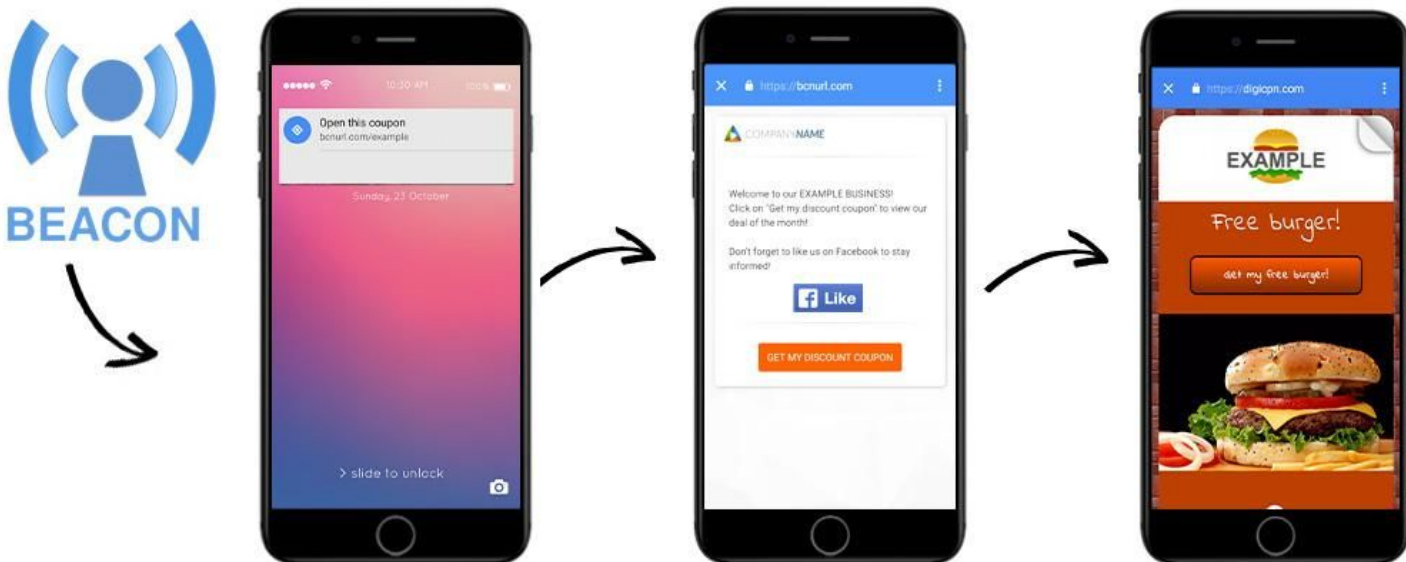
- Eddystone or Android users are not required to install an application to receive BTLE beacons messages. *Eddystone: Android platforms – No application required*
- iBeacon is Apple’s version of the Bluetooth-based beacon concept. An application like *Nearbee**.

In May 2018, 64.4 percent of U.S. smartphone subscribers were using a Google Android device.

*iBeacon: Apple iPhones – Application to locate beacons required. Recommend NearBee by Mobstac (download on your iPhone using the App Store)**

Which one, which one?

The differences between the two are minor enough that end-users will likely not know the difference unless you're implementing a Physical Web-based campaign. However, the coding and capabilities are a bit different as are their speculative outlook for the future. Apple is great at doing Apple: iBeacon is great at being relatively simple to implement. It's also proprietary software totally owned and controlled by Apple. Eddystone is an open platform.



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