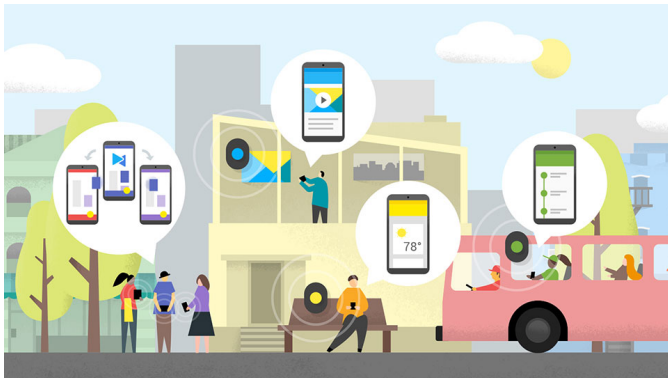


Google aims to change the world. Meet Eddystone!

Written by Radek Tadajewski
22. 07. 2015

Google greatly extended its IoT strategy, which at first glance looks very much like Apple's iBeacon, but in fact is much, much more than that. They call it Eddystone.



Industry insiders and analysts are all trying to figure out how this technology will change the way companies communicate with consumers. They envision a world where shopping malls and city streets are saturated with beacons (miniaturized Bluetooth radios), which can be setup to broadcast marketing messages to all Android smartphones in their vicinity. Given the fact that 8 out of 10 smartphones in the world are based on Android, the potential impact of this technology is immense.

However, I posit that Eddystone technology has vast applications beyond simple beacons!

First, Eddystone can be adopted into any Bluetooth-equipped device. What does that mean in practice? Now each light bulb, thermostat, smart socket or smart finder which uses Bluetooth can leverage this communication method and be used to gather various data such as location, temperature, humidity, etc. Such devices will also be able to send messages with links to any Android user nearby.

Second, Google will gain a vast number of sources which will generate data about its Android users. Each Android device will continually provide Google with beacon interaction data, such as location.

Third, this data trove delivered by Google will provide marketers with unparalleled, never-before attainable knowledge about their customers. Not only will the marketers be able to send

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messages to their customers, but they will also be able to deliver such messages with the context dimension taken into account.

Will Eddystone alter the world around us? Very much so!

In the not too distant future, consumers will be able to purchase various internet-connected appliances powered by OORT. The largest manufacturers of consumer electronics are jumping on the IoT bandwagon and will soon offer many connected devices, which will learn from and adapt to our behaviors and patterns. Thanks to Eddystone, they will become vastly more capable.

For example, an OORT-powered coffee machine will learn when we are waking up and seamlessly make a fresh espresso without our interaction. Even more, thanks to analytics, it will also determine when we are running out of coffee and offer automated home delivery.

Smart light bulbs will turn on when we come home and adjust their color, temperature and brightness to personal preferences of each user. The manufacturers of such commodity devices will gain a communication channel with its end-customers, which thanks to Eddystone will be more valuable than ever before.

The future is here! OORT customers in the US, Europe, Asia and even Jamaica already have access to our intelligent LED bulbs, smart finders and power sockets. In the not too distant future, we will be introducing connected thermostats along with dozens of other devices.

Thanks to OORT-patented technology, each of our devices will also support and leverage Eddystone, opening new exciting opportunities for electronic manufacturing partners and consumers alike.

Here we are, on the verge of a new era. When I reflect back, it is hard to believe that just last year my proclamation that Bluetooth will change the world was met with wide-ranging skepticism. As leaders in Bluetooth, we are excited about the future, and can only say - we told you so :-)

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Radek Tadajewski founded or co-founded and scaled up a few successful companies like the biggest Polish investment – online and offline gold trader. During his career he successfully went through 5 IPO's of his companies. Currently CEO of OORT Inc. - american company from Internet of Things sector and CEO of Grupa Trinity S.A. which offers financial, legal and investment counselling. MBA graduate at the European University Viadrina Frankfurt as well as one of the first Polish scholars at the Haniel Foundation.

OORT is a global Internet of Things company whose unique technology enables users to control devices in their living or working environment with a single mobile app. OORT works on the consumer market providing innovative smart home systems as well as institutional: letting manufacturers change their existing products into smart ones and providing dedicated IoT solutions.

OORT has won many global awards, including Bluetooth Breakthrough Award, IoT Trailblazer Award, and Envisioneering Innovation & Design Award.

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