

## BEACONS & NFC

# A NEW HORIZON

**DTAG100** - The launch pad for proximity marketing success

### More control

Now you can ensure that your Bluetooth beacons and NFC tags are transmitting only what you want, when you want, and to whom you want.

DTAG100 gives you full control over your proximity marketing network, and allows you to manage it as part of your digital signage or IT infrastructure.

### More freedom

Allow creativity to drive your campaigns, instead of being hampered by hardware or platforms that don't communicate or integrate with other systems. Not all Bluetooth beacons are made equal, and the DTAG100 especially so, thanks to its interactive USB interface and on-board intelligence.

### More adaptable

Mobile technology, platforms and service providers change rapidly, and it's easy to be left behind. You wouldn't choose a signage solution that can only display one type of video, so why choose a beacon that can't be changed and upgraded over time?

Protect your investment with DTAG100 - the only beacon you'll ever need.



# DTAG100 Overview



## Future-proof beacon technology with integrated NFC

Add the latest proximity marketing technologies to your digital signage, kiosks and point-of-sale systems.

Simply plug-in the intelligent DTAG100 USB module to your existing infrastructure and create a proximity marketing platform that's not restricted to only one beacon technology or limited to just a single service provider.

Physical retailers, transport operators and other display media owners can integrate, share and even resell their own fully interactive proximity marketing platform.

### Dynamic synchronization with local content

Data transmitted from the beacon can be controlled in real-time to synchronize with the content displayed. The DTAG100 requires no special drivers, APIs or SDKs and can be integrated with any CMS on any computing platform.

### Two-way interaction captures audience response

Receive reactions from your audience through their mobiles and respond individually or through the display media in real-time. Other advanced features include real-time logging via virtual COM port.

### Loyalty scheme mobile integration

At kiosks and tills DTAG100 enables the seamless capture of vouchers and loyalty card details from mobiles, through barcode emulation, without requiring retail software changes.

### App choice and flexibility

DTAG100 gives you the freedom to create your own mobile app or sign up with any third-party mobile app platform, including the free Bipzone app.

### Dual-technology wireless proximity

The DTAG100 provides both Bluetooth beacon (BLE) and Near Field Communication (NFC) interfaces together in one unit. Whatever the choice DTAG100 provides encryption to secure customer and audience interactions, unlike other systems.

### Creative freedom from compatibility constraints

Deliver a mobile experience that's creatively aligned with your display campaign. DTAG100's on-board intelligence and USB connectivity deliver smooth integration.

### Multi-protocol mobile communication

Different beacon types can be transmitted simultaneously and support for both iBeacon and Eddystone is included as standard. There's also the ability to design custom-format beacons and change many parameters in real time.

### Future-proof platform

DTAG100's design includes the capability to implement secure remote upgrades in the field to meet new requirements as they emerge, such as adding AES encryption and other security schemes.

## KEY SPECIFICATIONS

- Certified Bluetooth Smart/Low Energy  
*Optional external UFL/SMA Bluetooth antenna*
- Certified NFC Type 3 dynamic tag  
*Optional 150mm NFC extender cable*
- USB Type A to any host or to standard 5V PSU  
*Optional micro-USB OTG adapter for Android*
- Standard enclosure 110x110x60mm  
*Optional OEM PCB version 78x78x15mm*
- Driverless mass storage & keyboard emulation  
*Plus virtual COM port, secure firmware update*
- Includes 512KB available on-board storage  
*For firmware updates, configuration, data & logs*
- Hotspot highlighting with four blue 700mcd LEDs  
*With visual NFC field detection and BLE connection status*

CE FC Designed and manufactured in the UK