

SAN DIEGO, CA, October 08, 2013 **/24-7PressRelease/** -- Netclearance Systems, Inc., a leading provider of cloud-based in-venue mobile engagement and analytics solutions, unveiled the world's first multi-mode indoor location beacon (m2Beacon) designed to enable scalable mobile engagement campaigns. The solution works on all smartphone platforms, and is currently being piloted by some well known and popular brands and hotels.

The m2Beacon platform is the industry's first affordably priced wireless proximity beacon capable of supporting Bluetooth LE and ultra-low power Wi-Fi (802.11) simultaneously in a single small form factor. This patent-pending design is capable of supporting Android, Blackberry, Windows and iPhones (4s and above) mobile phones and tablets. Based on lab tests Netclearance has certified the m2Beacon as compatible with the Apple iBeacon profile. Application developers can now use the m2Beacon as their target device for iBeacon location based solutions.

"We're excited to give our customers a much more economical and comprehensive way to personalize the in-venue mobile experience, as well as the ability to collect analytics in a single affordable package," said David Fernandez, Founder & CEO.

Netclearance's unique m2Beacon design can also work without a mobile app offering customers the option of collecting visitor information via existing Wi-Fi infrastructure. The proprietary Wi-Fi analytics capability allows the deployment of a solution with off-the-shelf Wi-Fi routers, thus eliminating the need for expensive and complex Wi-Fi equipment. This approach offers a 10x or better cost reduction when compared with existing solutions.

Of all the companies in the offline analytics space, Netclearance is the only one that works with any standard 802.11 Wireless Access Points (even an inexpensive consumer model from your local electronics retailer). The Netclearance platform eliminates the need to offer broadband services to end consumers, and can be deployed in less than 5 minutes (no Ethernet wiring required).

The m2Beacon, which incorporates several pending patents, also features programmable control using open server APIs (REST), mobile SDKs and advanced analytics capabilities. The platform is shipping today and comes in various models depending on venue size and desired features. White-label custom housing is also available upon request. For more information on Netclearance's cloud mobile engagement and analytics solution, please visit <http://www.netclearancesystems.com>

Netclearance Systems, Inc. Unveils World's First Multi-Mode Indoor Location Beacon

Written by Australian Business

Netclearance Systems is a turnkey, mobile phone sensing solution that engages customers by providing a personalized in-venue mobile experience. This state-of-the-art cloud platform affordably manages and executes indoor mobile marketing promotions and campaigns at any scale. It accurately targets in-venue mobile customers along the entire path to purchase, and delivers real-time actionable analytics that can boost customer engagement, loyalty and sales. Netclearance is based in San Diego, California and has distribution channels throughout the Americas and European regions.

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