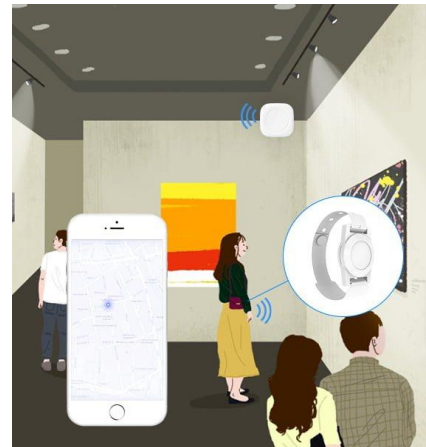# W3/W3B Exhibition Beacon
Product Brief

Designed with wearable bracelet shape, also integrated with 3-axis accelerometer sensor, W3 Tracker Beacon can be available for the scenarioes 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.
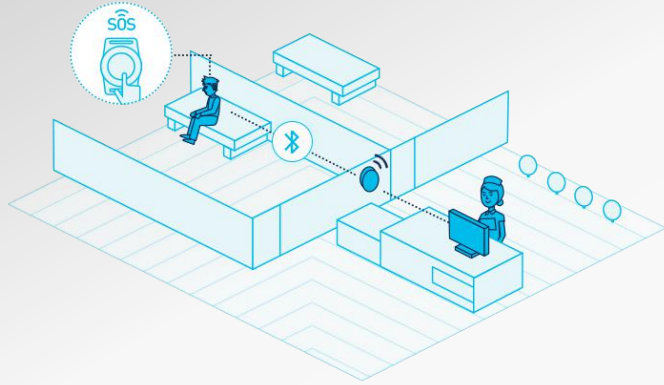
Use case

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.

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iBeacon Eddystone RFID N FC CE REACH ROHS

General Features

Main Chip	Nordic nRF52810
Bluetooth	Bluetooth 4.2 (hardware compatible with bluetooth 5)
Range	Up to 40 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
Average current	15.6uA (Default settings*)
Lifetime	13 months (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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