

Technology	Type of interaction	Advantages
BLE	Contextual Push/Pull	Compatible with Android iOS and Windows. Hardware and roll out costs. Integrates with CRM strategy (Multiple use cases). Supports highly accurate position tracking. Widespread standard (Supported on most smartphones). Only solution which can send push notifications without having the app open.
Wi-Fi	Contextual Pull	Uses the existing Wi-Fi infrastructure (+ option of adding new terminals as needed). After configuration, there is the option of identifying the user's absolute position. Compatible with Android and iOS. Common standard. Passive detection (Users do not require a native application).
Wi-Fi/BLE	Contextual Push/Pull	Allow to take advantage of both BLE & Wi-Fi Pros. Some of own cons of one technology can be vanished by the other technology. When one of the technology can't work, the other can take over.
Tarkett Motion Sensing	No interaction.	No needs of electricity Passive detection
Tarkett Wi-Fi Floor	Contextual Push/Pull.	Common standard Passive detection (Users do not require a native application). Compatible with Android iOS and Windows. Integrates with CRM strategy (Multiple use cases).
Tarkett Wi-Fi Floor/BLE	Contextual Push/Pull.	Common standard Passive detection (Users do not require a native application). Compatible with Android iOS and Windows.

Legend,
Assumptions
Yes/Good
Select/Medium
No/Bad

*The row Wi-Fi/Ble
has been
completed with
the assumption
that both
technology are
activated and use
can use all their
functionalities*

References

Micro-location &
indoor geolocation
- Maxime Faure of
Insitéo

What's the best
micro-location
technology? - Pete
Williams of Localz

Les Beacons
WorkShop -
Benjamin Durand
of Bealder.com

Disadvantages	Uses
Requires an App Signal reliability Consumer awareness Active powered	A variety of in-store interaction situations (Door entry, product interaction, push-in shelves...). Personalised interactions based on customer profile.
Requires user action Wi-Fi consumes smartphone power and base stations require a/c power For micro-location use, multiple base stations are needed, each requiring power and ethernet wiring (expensive electrician services). Accuracy	Indoor geolocation
High requirements and constraints since if it exists some in one of the two technology above, it exists for the melting of the two.	A variety of in-store interaction situations (Door entry, product interaction, push-in shelves...) Personalised interactions based on customer profile. Indoor geolocation
Heavy infrastructure. No consumer experience. No interactions.	Data analytics. Indoor geolocation.
Heavy infrastructure. Large needs of electricity. Require user action. Requires an App for consumer experience.	Data analytics. Indoor geolocation. Personalised interactions based on customer profile.
Heavy infrastructure. Large needs of electricity. Require user action. Requires an App for consumer experience.	A variety of in-store interaction situations (Door entry, product interaction, push-in shelves...) Personalised interactions based on customer profile. Indoor geolocation

	Supported OS				
User restrictions of usage	iOS	Android	Windows phone	Feature phones	long (>10m)
BLE enabled. App open in the background.					
Active Wi-Fi.					
BLE enabled. App open in the background. Active Wi-Fi.					
No restrictions.					
Active Wi-Fi.					
BLE enabled. App open in the background. Active Wi-Fi.					

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