



USB BLE Beacon



4AA BLE Beacon



2AA BLE Beacon

Bluetooth Low Energy (BLE) Beacons

Product Overview

ExtremeLocation™ extends the granularity of locationing to micro-locationing using Bluetooth Low Energy (BLE). Micro-location services are available via standalone BLE Beacons or ExtremeWireless™ APs with integrated BLE radios providing customers deployment flexibility.

These BLE beacons provide location based services like targeted advertisements, offers/coupons and surveys to enhance the user's experience. BLE beacons provide accurate locationing of approximately 1-3 meters.

Beacon Configuration

ExtremeLocation provides an easy to use toolbox to provision beacons over the air using a mobile and the ExtremeLocation Beacons app. In addition, the centralized dashboard provides full visibility on the status and health of the beacon infrastructure required for larged scale beacon deployments. With the unified interface for managing geofences and BLE beacons, ExtremeLocation makes it easy to manage their most valuable strategic assets.

Use Cases

You can now provide a customized experience to each and every one of the visitors to your site by providing personalized and targetted offers and information using the location information provided by the BLE beacons installed in your sites. For example, you could:

- Trigger a payload (audio or video) describing a product when a customer is located near the product
- Trigger a payload consisting an offer/discount when a customer is located near the target product
- Track customers around a site to understand traffic flow and gain insight for better product placement
- Create location based experiences for your customers to guide them in making appropriate choices

Products

The following beacons types are supported:

- Beacons with 2 AA size batteries (alkaline or lithium options) and providing 3+ years of battery life
- Beacons with 4 AA size batteries (alkaline or lithium options) and providing 6+ years of battery life
- USB Beacons that are powered directly through the USB interface of customer provided equipment

Note: Options also include the ability to purchase Beacons as 'Provisioned' or 'Un-Provisioned' depending on customer configuration needs. See Service and Support section for additional information.

Product Specifications

Feature	2AA	4AA	USB
Firmware	BLE 4	BLE 4	BLE 4
Case Color	White	White	White
Battery Model	2 x AA (alkaline or lithium models)	4 x AA (alkaline or lithium models)	N/A
Transmission Range	.5 meters - 200 meters (min/max)	.5 meters - 200 meters (min/max)	.5 meters - 60 meters (min/max)
Net Weight	65.0g (Without batteries)	50.0g (Without batteries)	2.0g (Without batteries)
Size	72 x 72 x 23mm	72 x 45 x 22mm	30.5 x 11 x 7.5mm
Battery Life	3+ years	6+ years	N/A
Weatherproof	Yes - IP65	Yes - IP65	No
Replaceable Battery	Yes	Yes	N/A
Operating Temperature	Minimum temperature: -30° Maximum temperature: 60	Minimum temperature: -30° Maximum temperature: 60	Indoors
Certifications	CE and FCC certified	CE and FCC certified	CE and FCC certified
Broadcast Frequency	2.4GHz radio signals Bluetooth 4.0	2.4GHz radio signals Bluetooth 4.0	2.4GHz radio signals Bluetooth 4.0

Ordering Information

Model Number	Model Description
LBS-BLE-2LP	Bluetooth beacon - 2-lithium batteries - fully provisioned
LBS-BLE-2AP	Bluetooth beacon - 2-alkaline batteries - fully provisioned
LBS-BLE-2LU-8	Bluetooth beacon - 2-lithium batteries - not provisioned 8-Pack
LBS-BLE-2AU-8	Bluetooth beacon - 2-alkaline batteries - not provisioned 8-Pack
LBS-BLE-4LP	Bluetooth beacon - 4 lithium batteries - fully provisioned
LBS-BLE-4AP	Bluetooth beacon - 4 alkaline batteries - fully provisioned
LBS-BLE-4LU-8	Bluetooth beacon - 4 lithium batteries - not provisioned 8-Pack
LBS-BLE-4AU-8	Bluetooth beacon - 4 alkaline batteries - not provisioned 8-Pack
LBS-BLE-USBP	Bluetooth beacon - USB -fully provisioned
LBS-BLE-USBU-100	Bluetooth beacon - USB - not provisioned 100-Pack

Warranty

No warranty is offered for these devices.

Service and Support

For customers requiring additional assistance with deploying beacons across their site a 'Provisioned' option is available for purchase where Extreme Networks professional service will configure the beacon tags for the customer. This option is currently only available for US customers.



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