SonoBeacon’s solution makes use of the audio technology available in every smart device to turn it into a platform of personalised information and a shopping solution, exact at the point of interest. Their technology generates an inaudible high-frequency signal, which is transmitted by supplied hardware or an existing audio source. A SonoBeacon enabled app detects the high-frequency signal and triggers a configured action.

With two different products based on the same SonoBeacon technology, the company enables clients from various industries to push context-sensitive content to their users at the point of interest.

SonoBeacon’s technology reaches customers at the point of interest with pinpoint accuracy. By offering reliable localisation, information and interaction, their products make numerous applications possible.

We make sound visible
Competitive Advantages

- SonoBeacon: More precise than comparable technologies, especially within close range
- SonoNet: All-rounder for beacon strategy
- Patent-pending technology

Target Markets

- Retail & Showrooms
- Museums & Exhibitions
- Tourism
- Theme Parks and Zoos
- Public Transport

Use Cases

- Museums: Visitors learn more about each point of an exhibition by using their mobile phone
- Tourism: Cities can show additional information at every point of interest
- Retail: Customers receive context-sensitive offers while being in the store
- Transportation: Ticketing, localisation, content and advertising in public transport

References

- Customers with a cultural background: Bode-Museum Berlin, Staatliches Museum für Archäologie Chemnitz (SMAC)
- Customers with Smart City application: Audi and Wolfsburg
- Cooperation with the Fraunhofer Institute for Secure Information Technology

Use Cases

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Company

- Founded: 2013
- Founder: Thoralf Nehls (CEO), Philipp Hennig (CSO), Michael Boldt (CTO)
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