



## FOR IMMEDIATE RELEASE

### **Basis Innovation Introduces Bluvision BEEKS™ and BluFi™ Bluetooth Beacon Platform in Japan to Power Internet of Things (IoT) with Complete Cloud Management Platform**

Introducing a technologically advanced Bluetooth iBeacon platform with multiple on-board data sensors and Wi-Fi® powered by Bluvision, Inc.

**TOKYO, Japan, Mar. 5, 2015** – Basis Innovation Inc. (<http://basisinn.jp>) today announces the commercial launch of Bluvision's complete Bluetooth beacon solution platform integrated with BEACONNECT, developed by Basis Innovation to enterprise customers in Japan. Basis is demonstrating and deploying enterprise and retail marketing solutions with iBEEK™ beacons for enhanced capabilities to process internal sensor reporting data and consumer proximity alerts for in-store retail alerts and customer engagement across multiple industry markets including airports, shopping centers and manufacturing markets.

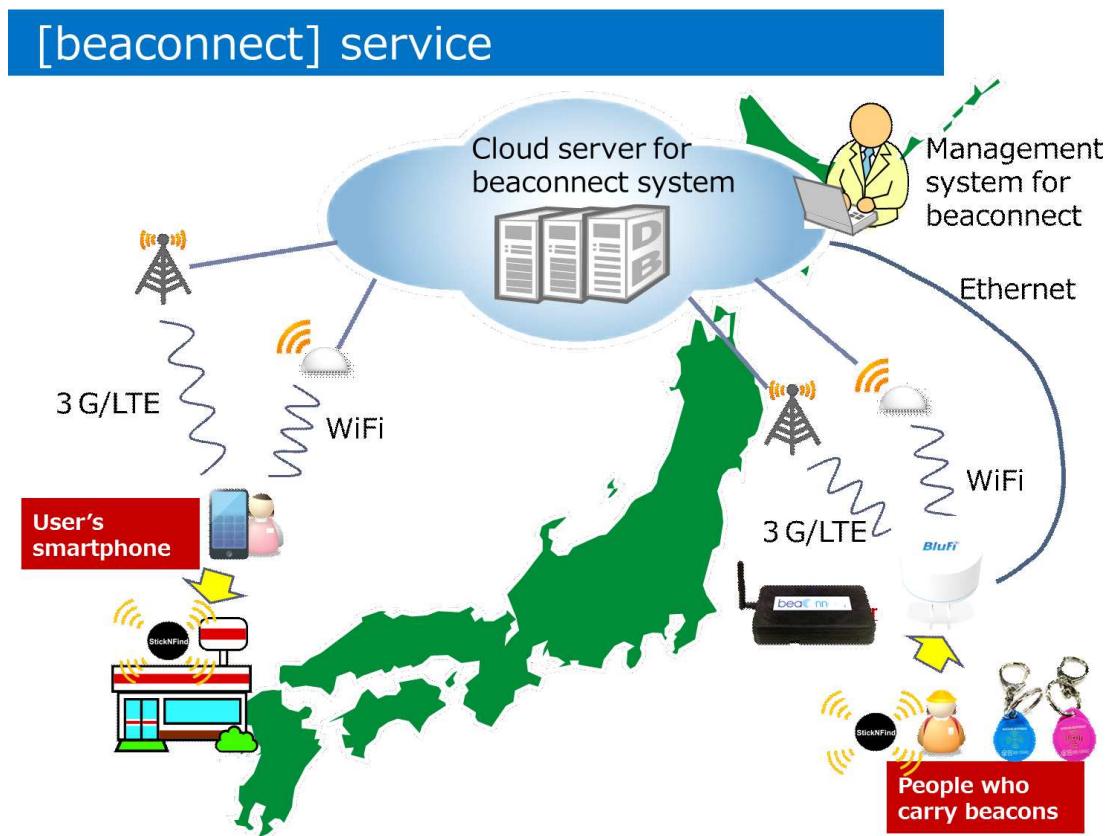
iBEEK™ beacons have integrated the new Texas Instruments (TI) CC2644 chipset, enabling temperature, vibration, light and other comprehensive data sensors built inside. "We're pleased to be working with Basis Innovation on a major beacon sales and integration program incorporating our complete beacon management platform with Basis, a proven world-class leader in deploying the latest beacon proximity technologies," said Jimmy Buchhiem, CEO, Bluvision, Inc. USA, "and excited to see what new beacon and IoT products and integrated cloud reporting data solutions are innovated in Japan incorporating Basis Innovations and Bluvision's complete Bluetooth beacon platforms".





"This new integration with BEACONNECT, developed by BI opens the doors to a range of advanced IoT beacons as sensors. Our BEACONNECT platform is now smarter and running advanced algorithms to connect Bluetooth beacons with the BluFi Bluetooth-to Wi-Fi Gateway and its cloud management connectivity," said Susumu Numakura, CEO, Basis Innovation, Inc."

### About [BEACONNECT] service



## **About Bluvision**

Bluvision, Inc. is leading innovation in Bluetooth® beacon technology and manufactures enterprise beacons and complete beacon management cloud software and solutions. Bluvision's technology and solutions help businesses access, manage and understand permission-based identity and behavior data, while providing deep customer insights that turn data into action. For more information, visit [www.bluvision.com](http://www.bluvision.com).

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### **RELATED LINKS**

<http://basis-inn.jp>

<http://www.beaconnect.jp>