



Smartphone beacon | Photo source Pixabay

Innovation > Telecommunications > Mumbai slum uses beacons to advertise local retail market

## MUMBAI SLUM USES BEACONS TO ADVERTISE LOCAL RETAIL MARKET

 TELECOMMUNICATIONS

**Google backed project uses beacons to help small businesses in one of Asia's biggest slums to compete with online retailers by alerting smartphone users as they pass by.**

Sign in or buy a plan to view this innovation

VIEW PLANS

SIGN IN

Download PDF