

**Ibeacon Experience Days**  
**Amsterdam The Netherlands Aug 23-24**  
**Summery Report Aug. 29, 2014**

Taking place Aug. 23-24 at VondelCS in Amsterdam iBeacon Experience Days was a hackathon organized by Glimworm Beacons, Sanoma and Appsterdam and dedicated to pushing iBeacon enabled user experience to the limit. 180 people signed up and after two days 10 demos or “hacks” emerged- all of them at least partially working demos and all note worthy with the winners demonstrating the most exceptional concepts and work.

**The winners were: 1<sup>st</sup> place Billboard Stories; 2<sup>nd</sup> place Ice Breacon and 3<sup>rd</sup> place B- Vid.**

There were some challenges made to give the hackathon some focus as well as extend opportunities to the participants. Listed are very general discriptions of the challenges:

1. **Sanoma:** Create an iBeacon enabled advertising opportunity addressing context marketing and relevancy.
2. **VondelCS:** Enable relevent microlocation information inside the historic VondelCS building.
3. **Europeana Foundation:** Use the Europeana API to enable location based cultural experiences.
4. **Videodock:** Make an app that enables concert audiences (specifically in Amsterdam's Concertgebouw) to interact with the music or each other during a concert.
5. **Belastingdienst:** Make a social matching app that can be used at a conference to help people get information or meet people they want quickly and easily.

Brief descriptions of all the final demos in the order of presentation, team members and links to presentations if available below.

1. **Viva Travel Companion-** a beacon enabled travel companion that starts with planning your trip at home. When you get to the airport the app knows where you are going, where you are (via the beacon) and what you are interested in so it guides you through your travel experience while recommending services and products (like magazines with a discount via Sanoma) to help make your travel experience easier and more enjoyable.

Team members: Eduard Driessen, Michiel Zwerus and Gilad Gotman.

Related Challenges: Sanoma

2. **Social Graffiti-** drop a message on any blue tooth enabled device. The recipient can pick up the message only when in range of the device you have designated which could be a beacon, a phone or a laptop.

Team members: Sven-Erik Haitjema +2

Related Challenges: Sanoma

3. **Art Whisper-** Using the Europeana API this app makes museum audio tours obsolete by providing spoken descriptions of art, architecture, sculpture, points of interest seamlessly on your smartphone when it comes within range of a beacon designated for that artifact, as you

walk away the sound gently fades away.

Team Members: Axel Roest +1

Related Challenges: Europeana

4. **Uit IN Beeld en Geluid:** developed by the Sound and Vision R&D team at the iBeacon Experience Days. Sound and Vision's collection is already being made available at [in.beeldengeluid.nl](http://in.beeldengeluid.nl). However, they have 1M hours of audio and video, a vast archive with the av-history of the whole of the Netherlands. Thus, wherever there's a Beacon, they can provide relevant contextual audio and video about that location. Their current app contains content from Sound and Vision's open video platform Open Images ([openimages.eu](http://openimages.eu)), for instance videos from the Vondelparkpaviljoen, where the iBeacon hackathon was held.

Team Members: Lotte Belice, Victor de Boer, Themistoklis Karavellas, Kelly Mostert

Related Challenges: Europeana

Link to presentation: [http://www.slideshare.net/nisv\\_rd/sound-and-vision-rd-ibeacon-experience-days-uit-in-beeld-en-geluid](http://www.slideshare.net/nisv_rd/sound-and-vision-rd-ibeacon-experience-days-uit-in-beeld-en-geluid)

5. **Billboard Stories-** (Winner 1<sup>st</sup> place) This app takes your social profile and anticipates what sort of Ads you might be interested in. When you are waiting at a train, tram or bus stop a beacon activates your Avatar and displays a virtual billboard with personalized adds. As you walk your Avatar moves along with you. Depending on who was standing by the billboard the ads would battle against each other and you could use your smartphone to push your ad over the others and even hug other avatars.

Team Members: Daniel Kargaard Svendsen, Martin Sørensen, Anders Nielsen, Ulrich Ottosen

Related Challenges: Sanoma

6. **Beacon Pie-** This was a more traditional hack using beacons as the center of a retail discount and couponing platform. The kicker for this team was they way it would target small retailers and build into a network that could be rented out after it gained momentum.

Team Members: **Need information**

Related Challenges: Sanoma

7. **Bakfiets Finder-** A Bakfiets is a bike with a sort of large box in front big, enough to hold two or more children or some cargo. Bakfietsen are very expensive, and stolen on a regular basis. This app makes it possible to create a community of Bakfiets owners who have imbedded beacons. They subscribe to a cloud service that tracks their locations when a subscriber is within range of a missing object. Data is gathered and patterns are established, if a stolen bike is traced, the system locates your bike and alerts the owner who can alert the police.

Team Members: Adriaan van Eck +1

Related Challenges: Not Specific

8. **IceBreacon** – (Winner 2<sup>nd</sup> place) "Break The Ice" in a crowd of large scale events, conventions or festivals. This app takes your profile and preferences and helps you find people you want to

meet. Vendors could wear wearable beacons but for the public there would be no need for beacons, as this peer to peer app transforms your phone into homing devices alerting you when you are within range of your desired target. As you get closer, the app displays distances and handy factoids of each other making introductions easy & fun.

Team Members: Tom van Arman, Jori van Lier, Evertjan Peer, Taija Sironen, Jan Amoraal, Jaap Woltjes, Sander Klous

Related Challenges: Belastingdienst

Link to presentation: <http://www.slideshare.net/TappNL/ice-breacon-public>

9. **B-Vid-** (Winner 3<sup>rd</sup> place) According to Judge Jonathan Carter this was a “real hack” although not a full working demo the idea that an individual could load their vine movie onto a beacon and share it over bluetooth was a super innovation. B-Vid worked with Sven-Erik Haitjema from GlimwormBeacons to take advantage of the flash ram built onto the latest version and together they worked out that the storage would be enough and the theory all checked out.

Team Members: **Need information**

Related Challenges: Not specific

10. **Twelve.io-** Addressing the Vidodock challenge the Twelve.io team actually created a working demo for an app that uses ibeacons without having to be connected to the internet which is a huge advantage if you want things quiet like at a concert, TV studio or classroom. The idea behind the demo was to enable people to vote or comment on music while at a concert with their phones in flight mode but we can see a huge amount of other use cases.

Team Members: **Need information**

Related Challenges: Videodock

### **The Judges:**

Jonathan Carter- Co-founder and CTO Glimworm IT BV and co-founder Glimworm Beacons

Peter Manolescue- Vodafone M2M business development manager

Lassi Kukijarvi – Head of Innovation Sanoma

### **The Winners, prizes and team members contact information:**

1. **Billboard Stories-** Google Glas and a four pack of Glimworm Beacons they will also get meetings with Sanoma and Vodafone. Contact: Daniel Svendsen [dks@simbia.dk](mailto:dks@simbia.dk)
2. **Ice Breaken-** 250 euros and a four pack of Glimworm Beacons they will also get a meeting with both Sanoma and Vodafone. Conact: Thomas van Arman [tom@tapp.nl](mailto:tom@tapp.nl)
3. **B-Vid-** 250 euros and a four pack of Glimworm Beacons they will get meetings with Sanoma and Vodafone. (**need contact info**)

### **Some useful links and articles published about the event:**

Our Press Room (please go here first!):

<http://glimwormbeacons-ibeacon-compatible-sensors.pr.co/>

Our Websites and related blogs:

<http://glimwormbeacons.com/experience-days/>

<http://www.meetup.com/Appsterdam/events/185243942/>

Articles and postings about the event:

<http://ibeacon-retail.nl/billboard-stories-wint-ibeacon-experience-days-hackathon/>

<http://www.onemorething.nl/2014/08/hippe-ibeacon-plannen-tijdens-ibeacon-experience-days-2014/>

<http://www.retailintelligencelab.com/blog/2014/8/25/ibeacon-hackaton-amsterdam-the-results>

<http://videodock.com/ibeacon-experience-days-rco-editions-van-wild-plannetje-tot-de-bermuda-triangle-of-silence/>

<http://www.emerce.nl/nieuws/sanoma-organiseert-ibeacon-hackaton>

<https://www.waag.org/nl/blog/de-ibeacons-komen-eraan>

<http://www.amsterdameconomicboard.com/agenda/11920/ibeacon-experience-days>

<http://www.clicknl.nl/media-ict/events/ibeacon-experience-days/>

Video (files available by request only to [paul@glimworm.com](mailto:paul@glimworm.com))

<https://tunemelt.tv/event/1397>

<http://fastmovingtargets.nl/>

Twitter activity: Search #iBED2014 and related iBeacon tweets

<https://nodexlgraphgallery.org/Pages/Graph.aspx?graphID=26478>

We would like to thank co-organizers **Appsterdam** and **Sanoma**, sponsors **Amsterdam Economic Board** and **KPMG** as well as our strategic and contributing partners and friends who helped make this event a great success:

VondelCS, AvroTros, Rockstart Accelerator, Belastingdienst, Hoogeschool van Amsterdam, Vodafone M2M, Waag Society, NothernLight, Fosbury, Amsterdam EZ, Appril. Netherlands Institute for Sound and Vision, Kennisland, Ibeacon-Retail.nl, Fast Moving Targets, TuneMelt and special thanks to Tara Ross who organized this ground breaking event.

And last but not least- all those great people who came, got involved, devoted time and energy and hacked! Hopefully we will see you again next year! Keep in touch by attending Appsterdam, IOT and Ibeacon Meetups throughout the year.

<http://www.meetup.com/Appsterdam/>

<http://www.meetup.com/sensemakersams/>

<http://www.meetup.com/Glimworm-iBeacon-Community-Amsterdam/>

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