

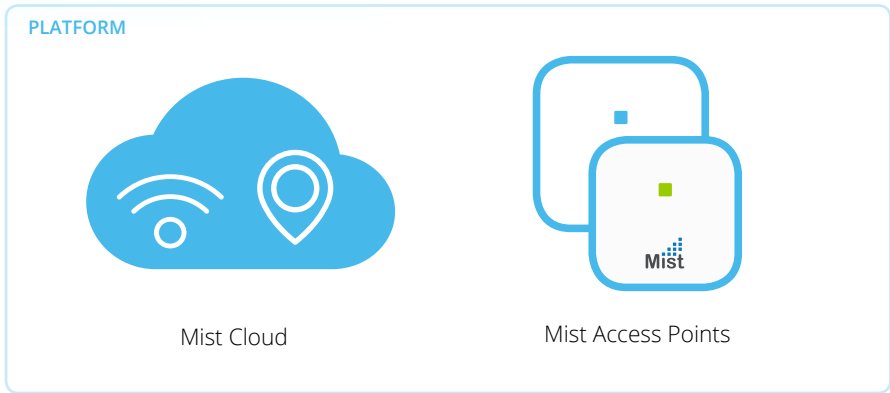
Mist Bluetooth® LE Sales Guide



Mist built the first learning WLAN, designed specifically for the smart device era. It simplifies Wi-fi operations through automation, event correlation, and predictive recommendations – all handled via a purpose-built cloud architecture. And it enables highly accurate Bluetooth® LE location services without the need for site surveys and physical beacons.

THE MIST LEARNING WLAN:

The Mist Wireless Platform delivers the best Wi-Fi and Bluetooth® LE experiences



WHY IS MIST BLE UNIQUE?

Virtual Beacons Replace Physical Hardware

Patented virtual BLE (vBLE) technology lets you deploy and move virtual beacons with the simple click of a mouse (or via APIs), eliminating the need for physical beacons.

Machine Learning Eliminates Site Surveys

Area	Zone 01	Zone 02	Zone 03	Zone 04	Zone 05	Zone 06	Zone 07	Zone 08
AP 01	✓	✓	✓	✓	✓	✓	✓	✓
AP 02	✓	✓	✓	✓	✓	✓	✓	✓
AP 03	✓	✓	✓	✓	✓	✓	✓	✓
AP 04	✓	✓	✓	✓	✓	✓	✓	✓
AP 05	✓	✓	✓	✓	✓	✓	✓	✓
AP 06	✓	✓	✓	✓	✓	✓	✓	✓
AP 07	✓	✓	✓	✓	✓	✓	✓	✓
AP 08	✓	✓	✓	✓	✓	✓	✓	✓

Mist continuously collects data in real-time from all mobile devices to ensure accurate location estimates without the need for BLE site surveys.

Best Location Accuracy and Performance

Dynamic vBLE 16 antenna array in Mist APs plus machine learning in the Mist cloud ensure 1 to 3m location accuracy with sub-second latency.

100% Programmable Via Open APIs

Mist offers a mobile SDK with open APIs for full automation and/or seamless integration with complimentary products.

Detailed Analytics

Monitor visits and dwell times, with detailed drill down into zone traffic patterns and congestion points.

An Infrastructure Approach

100% standards-based approach, using Bluetooth LE that is integrated into enterprise-grade Access Points.

MIST BLE ENGAGEMENT SERVICE

Deliver indoor location-based services to your mobile devices, such as turn-by-turn directions and contextually relevant messages.



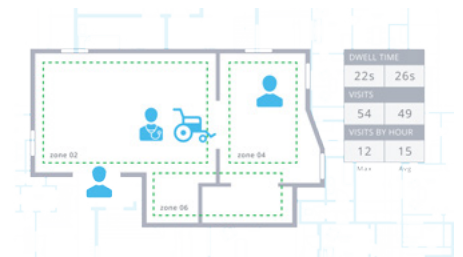
Wayfinding



Proximity Messaging

MIST BLE ASSET VISIBILITY SERVICE

Get full visibility into people and things using standards-based Bluetooth® LE.







- Easily locate key resources, like nurses, security guards, and sales associates
- Track IV pumps, forklifts, and high value assets with Bluetooth® LE tags

WATCH THIS VIDEO! www.mist.com/ble-overview



SAMPLE USE CASES

	MIST BLE ENGAGEMENT SERVICE	MIST BLE ASSET VISIBILITY SERVICE
 Healthcare	<ul style="list-style-type: none"> Automated patient check-in Directions to rooms and labs 	<ul style="list-style-type: none"> Locate assets, patients and caregivers Get real-time visibility into workflows and resource utilization
 Retailers	<ul style="list-style-type: none"> Greet frequent shoppers with coupons In store navigation 	<ul style="list-style-type: none"> Quickly find associates, forklifts, ladders, pallets, and other strategic assets. Measure foot traffic for layout optimization
 Hospitality	<ul style="list-style-type: none"> Fast and easy check-in upon arrival Push promotions, coupons, and event schedules/tickets Easily locate and navigate to rooms, restaurants, gym, etc; Share location with family members, guests or employees 	<ul style="list-style-type: none"> Optimize staffing resources based on traffic patterns Connect guests to nearby associates for rapid service Find mobile resources like luggage carts.
 Enterprises	<ul style="list-style-type: none"> Wayfinding across campuses Check-in visitors automatically 	<ul style="list-style-type: none"> Quickly locate employees in an emergency Easily find available conference rooms Measure traffic patterns for accurate resource planning.

CUSTOMER QUALIFYING QUESTIONS

- Are you interested in location based services, like wayfinding, proximity messaging, asset tracking, and analytics?
- Do you have a mobile application already in place (or under development)?
- Are you interested in Bluetooth LE, but don't like physical beacons?
- Are you interested in Bluetooth LE, but location accuracy (or speed) hasn't been good enough?
- Are you tired of proprietary RTLS solutions for asset tracking?

CUSTOMER EXAMPLES

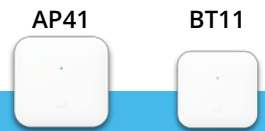


MIST CONTACTS

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For Mist representatives in your region, please visit our [partner portal](#).



ORDERING INFORMATION

PRODUCT NAME	PRODUCT ID	PRODUCT DESCRIPTION
Premium Wi-Fi and Adaptive BLE Array AP	AP41	High Performance Gigabit Wi-Fi Wave 2 Access Point with built in Adaptive Bluetooth Low Energy Array for Advanced Location based services
Premium Wi-Fi and Adaptive BLE Array AP with External Antennas	AP41E	High Performance Gigabit Wi-Fi Wave 2 Access Point with external Antennas for Wi-Fi with built in Adaptive Bluetooth Low Energy Array for Advanced Location based services
Adaptive BLE Array AP	BT11	Adaptive Bluetooth Low Energy Array Access Point for Advanced Location based services
Advanced Location License	SUB-LOC-X	Location license for one access point per year: Includes software updates, upgrades, cloud location function licenses, analytics and limited lifetime warranty on access points. 1, 3 and 5 year options available
Management and Location License Bundle	SUB-BND-X	Bundled Wi-Fi Management and Advanced Location license for one access point per year. 1, 3 and 5 year options available
Asset Visibility License	SUB-AST-1	Asset Visibility Subscription for one access point: Includes software updates, upgrades, cloud (Asset Visibility) function. Subscriptions, related analytics and limited lifetime warranty on access. 1, 3 and 5 year options available