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Beem key facts

What is Beem?

Beem is an interactive platform which, with one click, delivers real-world content, such as information, videos, special offers and competitions, direct to your smartphone. It is similar to using a QR code to access additional information.

Which apps support Beem?

From October 2019, Beem will be available on partner apps 20 Minuten and Bluewin; from early 2020, it will also be available on Blick.ch. There is also a dedicated Beem app available to users.

By whom can Beem be used?

Beem could be used by museums, trade fairs, sporting and music events as well as advertisers. With one click, users who have activated Beem have access to real-world content, such as information, videos, special offers and competitions, direct on their smartphone.
Advertisers wishing to take advantage of Beem have the option of APG|SGA advertising media or WerbeWeischer cinema advertisements. TV will be launched in October with a number of pilot customers.

Which technologies are being employed for the October launch of Beem?

Beem employs two proven technologies to detect objects or audio signals. Objects, such as pictures in an art exhibition or billboards, are fitted with conventional Bluetooth transmitters. The Bluetooth transmitter emits a signal (token) that is recognised by Beem-enabled apps that the user has open.
Audio signals used in cinema commercials or TV programmes can be detected using Audio Content Recognition (ACR). This involves creating and storing an acoustic fingerprint of an audio signal, e.g. a TV commercial, in Beem, which allows Beem to subsequently recognise the audio signal. If Beem now identifies this fingerprint or receives a Bluetooth signal, it will display an unobtrusive notification in the app to alert the user. If the user then clicks on this, they will be shown the information and offers.

The use of inaudible high-frequency tones is conceivable for certain applications. However, plans to use this technology are currently on hold and it will not be employed at the launch in October.

How does Beem ensure data protection?

The Swiss law on data protection is complied with at all times. Only the data necessary for running a campaign or event will be collected – and only ever with the user's consent.

- **Opt-in:** Users have to explicitly opt in by activating Beem in a Beem-enabled app and allow the the app to access the microphone, Bluetooth and, if applicable, their location. Only after Beem has been activated and the Beem or Beem-enabled app is open and in the foreground will it be able to receive the compatible signals. The Beem function can be deactivated in the settings of the respective app at any time and deletion of data can be requested.
- **The decision to interact is the user's:** If an open, Beem-enabled app or the Beem app receives a Bluetooth or audio signal and the user clicks on the unobtrusive notification, they will see the Beem content. Beem therefore never receives signals or displays content without the user's consent – the notifications are not push notifications. If the user does not click the notification, it disappears again after two minutes.
- **Anonymous use possible:** Users can see content without registering (providing personal data). However, some interactions do require personal details. For example, in competitions to enable the notification of winners. Beem forwards such data only to the relevant customer, in each case after obtaining the user's explicit consent (this is requested each time) and only if the user agrees to the customer's data protection policy. Beem stores the data entered by the user in its account so there is no need to enter it again.
- **Beem does not track movements, support cross-device tracking or listen in on calls:** There is no tracking of users' movements. Only anonymous information is used for campaign-related location optimization. Beem is not used to assign different devices to a user. Despite requiring microphone access, Beem cannot recognise voices; it is only used to recognise specific acoustic fingerprints of pre-defined audio signals. Beem only ever compares the audio track against the respective acoustic fingerprint locally (on the user's mobile phone).

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For further information go to: www.Beem-now.ch/en/