**Simply Made Apps Announces Beacon Partnership with Radius Networks**

By Bill Burgess

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**Fargo, ND** - Simply Made Apps Inc., the leader in electronic in/out board software, is announcing a strategic partnership with Radius Networks, Inc. to provide Bluetooth Low Energy hardware beacons with iBeaconTM and AltBeaconTM technology to Simply Made Apps’ customers in support of their flagship app, Simple In/Out. This partnership provides all Simple In/Out customers with the ability to increase the accuracy of their location-based status changes, improving the accuracy of the broader geofences-based check in/out that is already supported.

RadBeacon proximity beacons with iBeacon and AltBeacon technology are short range, Bluetooth SmartTM (BLE) transmitters that can be sensed by mobile devices when they come within 100 feet of the beacon. This micro-location proximity awareness can be leveraged to deliver a wide range of innovative solutions.

Utilizing RadBeacons, companies will now be able to use the same cutting edge technology popularized by Radius Networks and used in retail settings and arenas throughout the world. For the first time, Beacons will be brought to small to midsize businesses to solve the problem of knowing the status of employees’ whereabouts. Beacons will be preconfigured for plug-and-play support and zero setup, starting for as little as $29 USD

“Enabling support for RadBeacons is a huge step towards accuracy for all our customers.” said Bill Burgess, co-founder and CEO of Simply Made Apps. “With RadBeacons, users do not need to rely on the location information provided by their phone, the cell tower position, or known WIFI hotspots. If your phone can detect the BLE Beacon, you can get instant, automatic updates.”

Simple In/Out is a digital in/out board for offices large and small. With location technologies like Geofences and BLE Beacons, customers can set their iPhone or Android handset to automatically check them in or out of their office as their phone enters or leaves. This makes for the most accurate in/out board ever created, supporting the most platforms and customers around the world.

New RadBeacon hardware is available for purchase today directly from [www.simpleinout.com](http://www.simpleinout.com).

**About Simply Made Apps**

Simply Made Apps is the creator of Simple In/Out, the industry-leading digital in/out board. Founded in 2011, Simply Made Apps is a bootstrapped company specializing in apps for iOS, Android, and the web. Simply Made Apps believes in building products that are drop-dead easy to use. Instead of delivering 300 features, Simply Made Apps prefers to deliver 10 features that are obvious and useful. Located in the heart of downtown Fargo, North Dakota, and wouldn’t have it any other way.

**About Radius Networks**

Radius Networks creates new and innovative ways to use wireless device signals for proximity and presence detection. Radius Networks’ cloud-based proximity services and products are used by mobile developers, major retailers, restaurant chains, sports complexes and other companies to drive innovative customer engagement and experience. For more information, visit http://radiusnetworks.com or follow Radius Networks at @radiusnetworks.

**Contact**

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