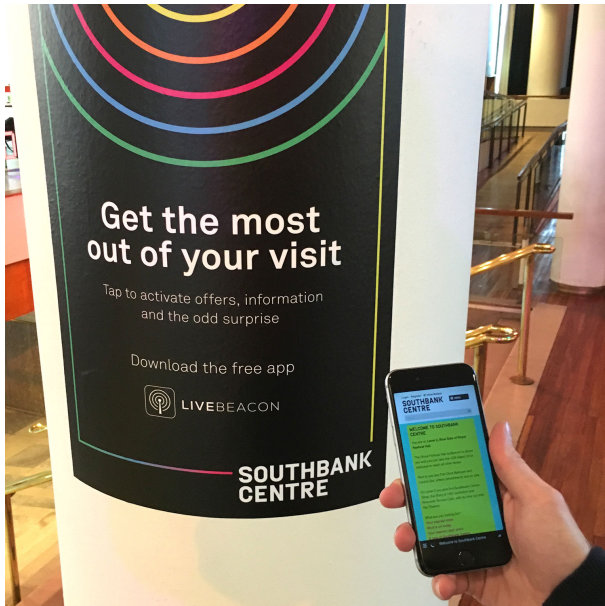


Live Beacon – The World’s Simplest iBeacon Solution

Live Beacon is delighted to announce the launch of the world’s first turnkey end-to-end iBeacon service in partnership with **London’s Southbank Centre**, the largest arts venue in Europe.



From November 2015 visitors to the Southbank Centre will be able to experience exclusive content, useful information and special offers delivered directly to their mobile screens. Over the coming months Southbank Centre will install over 100 beacons across their 21-acre site creating the UK’s largest iBeacon enabled zone.

To receive nearby content visitors simply download the free Live Beacon app to their iOS or Android phones and tablets. As more businesses, museums, galleries, events and exhibitions deploy Live Beacons consumers will enjoy location-specific content wherever they go – just by having the Live Beacon app on their mobile device.

For venues and businesses Live Beacon offers an inexpensive, ‘out of the box’ iBeacon solution. There is no upfront cost. A monthly subscription fee covers an all-inclusive service including all hardware and access to the Live Beacon Portal, giving valuable analytics and consumer interaction data. A business can be up and running within an hour of receiving their beacons. Content can be changed in less than a minute, even from a smartphone!

Live Beacon is a London based startup founded in 2014 by app developer, James Grant & wireless expert, Nick Taylor. Together they designed and built the Live Beacon system. In mid-2015 they were joined by serial entrepreneur, Gordon Robson, who has a strong track record over the last 25 years of building innovative businesses in the fixed line, mobile & online sectors.

James Grant, Founder / CTO said: *“It’s fantastic to get iBeacon technology into people’s hands. For Southbank Centre, it’s an entirely new channel they can use to communicate with their millions of visitors.”*

For further information contact:

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