



**LAPIN AMK**  
Lapland University of Applied Sciences

Viiuvoimaa  
EU:lta  
2014-2020



**a creative  
momentum  
project**



**Northern Periphery and  
Arctic Programme**  
2014-2020



**EUROPEAN UNION**

Investing in your future  
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### **Beacons and beyond - connecting the digital and physical worlds workshop 4.11.2016**

*Learn to use location awareness to boost your business. Workshop is led by Proximi.io, Mika Koskiola. The company was selected one of the Europe`s top 10 most promising IoT start-ups.*

#### Program:

9:00 Welcome: Project managers Saila Puukko & Sirpa Kokkonen, LUAS

9:15 – 11:00 Presentation – Location Awareness, Mika Koskiola, Proximi.io

Introduction to location awareness and enabling technologies

11:00-12:00 Lunch

12:00-14:00 Workshop – Hands-on & Try-Outs, Mika Koskiola

Incorporating location and proximity awareness into mobile applications and websites to bring them to life in the real-world. Directly engaging with consumers - in context and in the moment. Triggering specific information, experiences, and offers to highlight nearby products and services.

Introduction to technologies such as iBeacon™ & Eddystone™ which are in the center of indoor positioning and proximity. Walkthrough of the current possibilities of the software and hardware, and a glimpse into the future.

Location: Kauppakatu 58, 94500 Tornio, Finland

Lapin AMK - Minerva building, Liikehuone in 1st floor

Limited number of attendees, be quick! **Registration will be closed in 1.11.2016.**

Sign up for the event: [saila.puukko@lapinamk.fi](mailto:saila.puukko@lapinamk.fi)

Workshop is held in English and will be streamed online

### **The event is offered by Creative Momentum and DÄM – projects**

Creative Momentum

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