

Best practices for installing Estimote Beacons

Recommendations from Estimote + SimplyHome

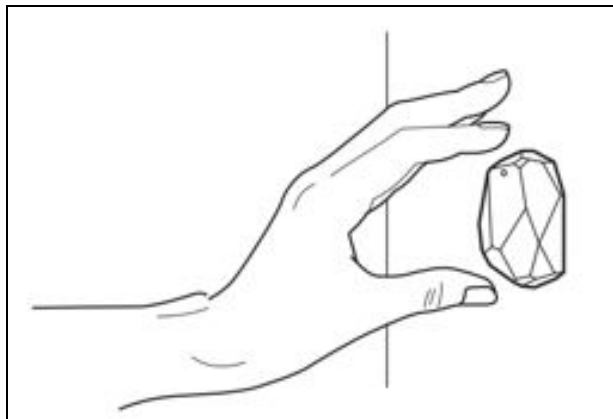
Note: Each beacon will arrive labeled with identification numbers (Example: SH83125.4561). Please do not remove the label.

Beacons broadcast radio waves that are susceptible to environmental factors like antenna orientation, interference, human bodies, metal obstacles: all of these can reduce signal range and stability. Take them into account when installing your beacons. Here are some of the best practices for beacon placement, settings, and avoiding signal interference. It's always best to test beacon placement to achieve best results.

Beacon placement and orientation

Try to create a line of sight between a beacon and the responder's phone. The most effective placement for optimizing the signal is a vertical placement, with the little dot facing upwards (like in the picture below). Installing beacons on ceilings also works well. If you are concerned about the beacon being removed by a client, you can install beacons in less conspicuous locations (such as the back of a bedside table), but this may affect the wireless range for the beacon.

Once you have determined where you will place the beacon, simply remove the paper from the back of the beacon to expose the double sided tape. Then, place the beacon in the desired location, holding it in place for at least 5 seconds to ensure that it properly sticks.



Obstacles and interference

A signal can also be blocked and absorbed by obstacles. Metal and water will have the strongest effect, significantly reducing beacon's range. Below are some common material types and their interference potential.

- **Low interference potential:** wood, synthetic materials, and glass
- **Medium interference potential:** bricks and marble
- **High interference potential:** plaster, concrete, and bulletproof glass
- **Very high interference potential:** metal, water (remember, the human body is mainly water)