

YouTube Presentation: <https://www.youtube.com/watch?v=k2sBvzUSCwE&t=34s>

Smart Tags, Tiles and GPS Trackers



Why use a tracker?

We lose stuff!

What Stuff Gets Lost?

- ✓ Keys
- ✓ Luggage
- ✓ Wallet
- ✓ Phone
- ✓ Pets

Other Stuff that Gets Lost

- ✓ Car
- ✓ Laptop
- ✓ Bicycle
- ✓ Drone
- ✓ Children/Elderly

Types of Trackers

Three categories based in technology used

- Bluetooth
- GPS
- Wifi

Tracker Technology

Bluetooth

Inexpensive – typically <\$30 and no subscription fee

Low Power – Max Range 400 feet

Battery life up to 3 years

Very good indoor accuracy

Bluetooth 5.1 Direction Finding (DF) – Approx 8 inches

Bluetooth Trackers



- **Tile**

Pioneered Bluetooth tracking - 2013

Works in both Apple IOS and Android

Uses Tile network – Tile & Life360 App

Tile + Amazon Sidewalk



Bluetooth Trackers

- Apple AirTag
 - Only works in Apple ecosystem
 - Range – 30 feet



Bluetooth Trackers



- Samsung SmartTags
Only works in Samsung ecosystem

Tracker Technology

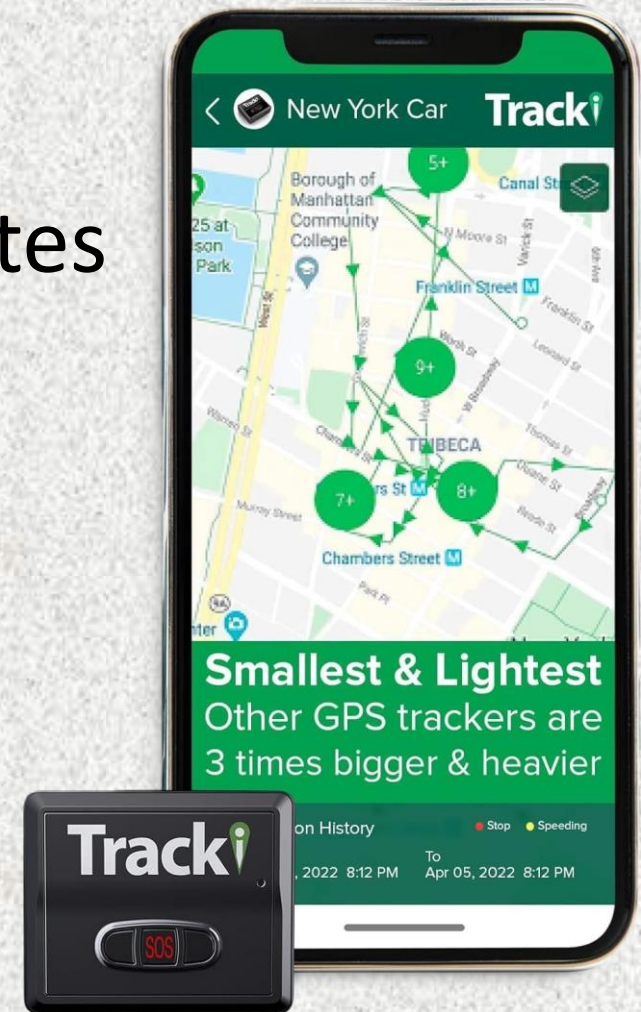
- **GPS**

GPS trackers connect to a series of satellites to determine location.

Cellular network used to transmit data
requires SIM card and cell plan.

Real time tracking

Low battery life – about a week



Tracker Technology

- **Wifi**

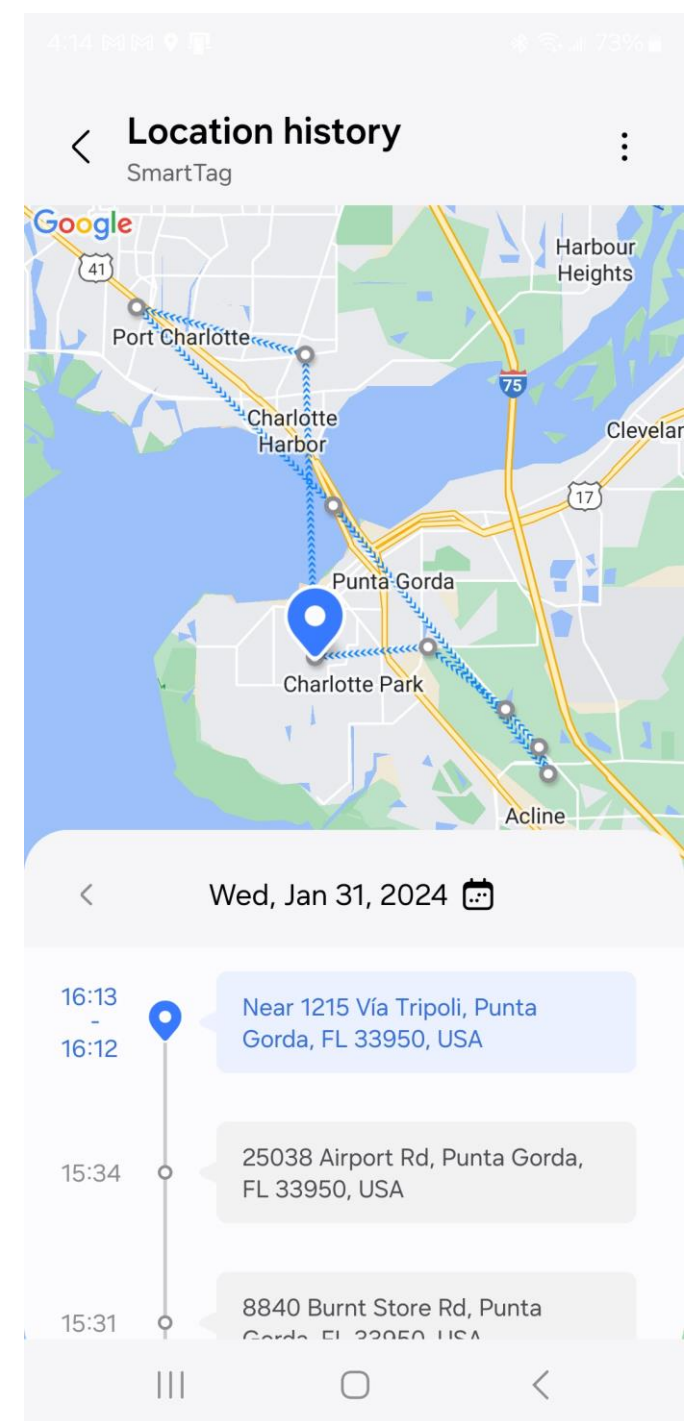
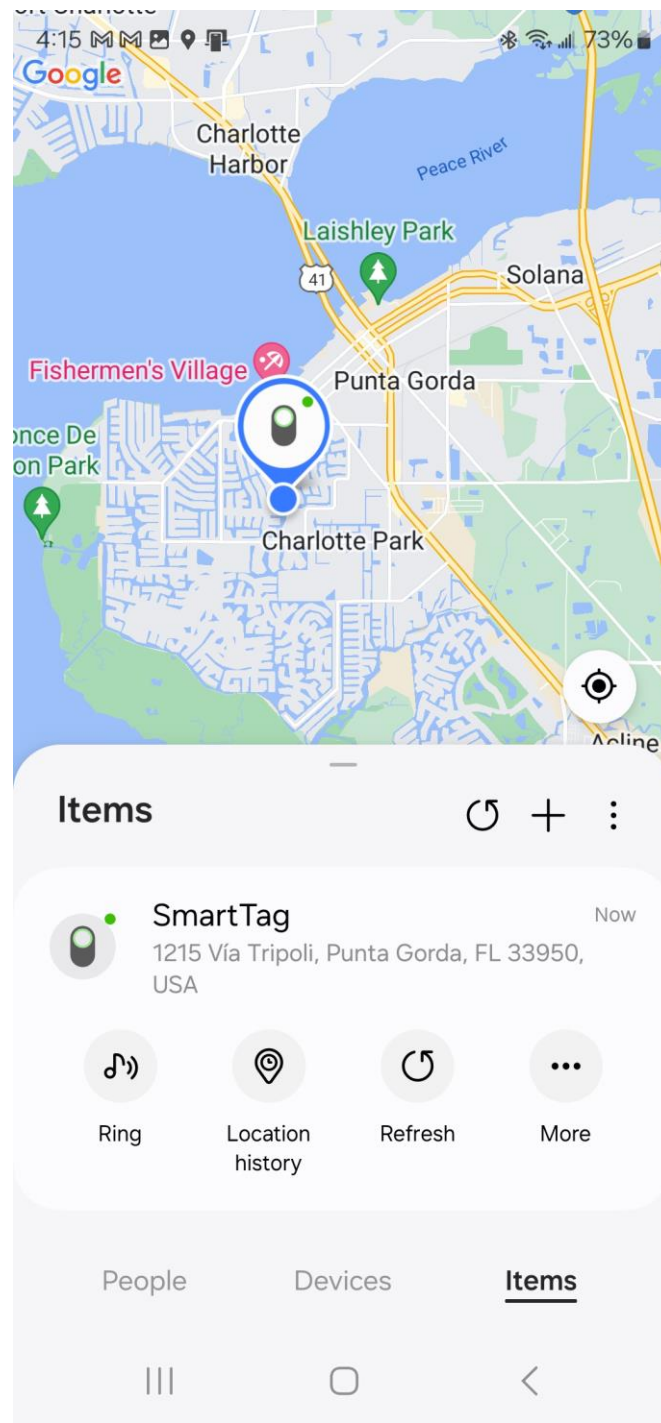
Passively detects and locate transmissions from smartphones, asset tracking tags, beacons, personnel badges, wearables and other Wi-Fi devices. The location data collected by the sensor is then sent to a server and ingested by the central indoor positioning system (IPS) or real-time location system (RTLS).



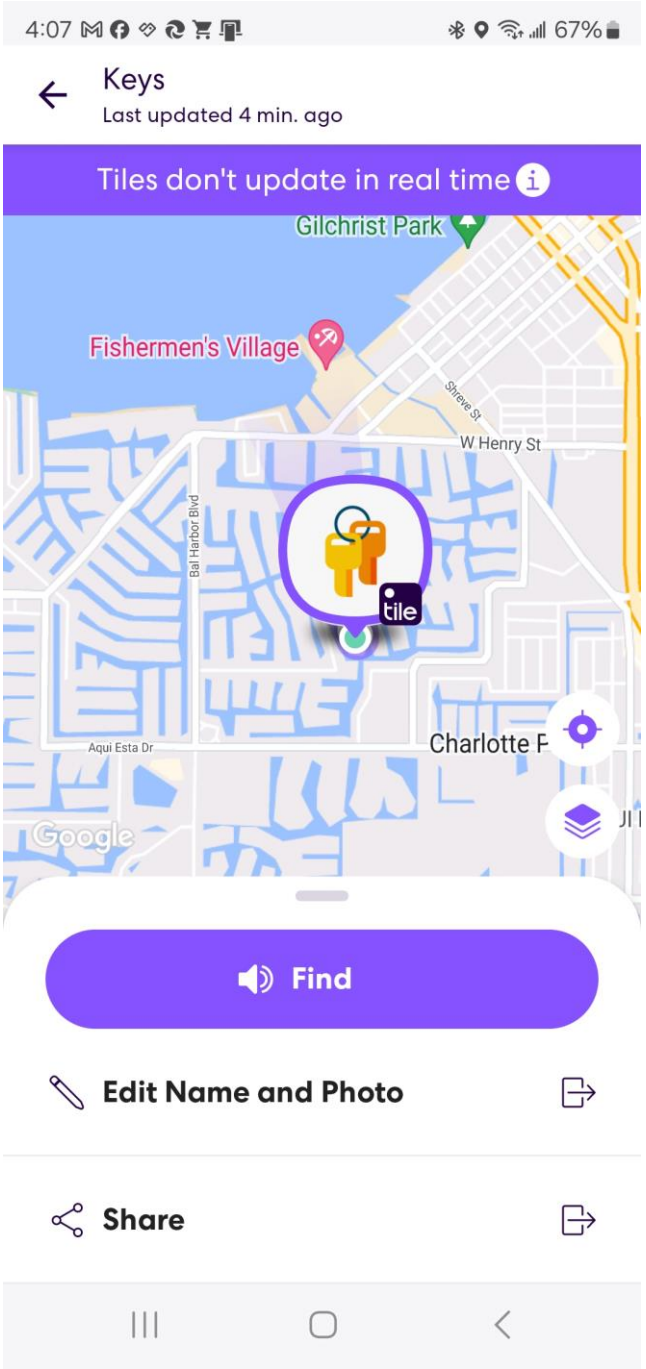
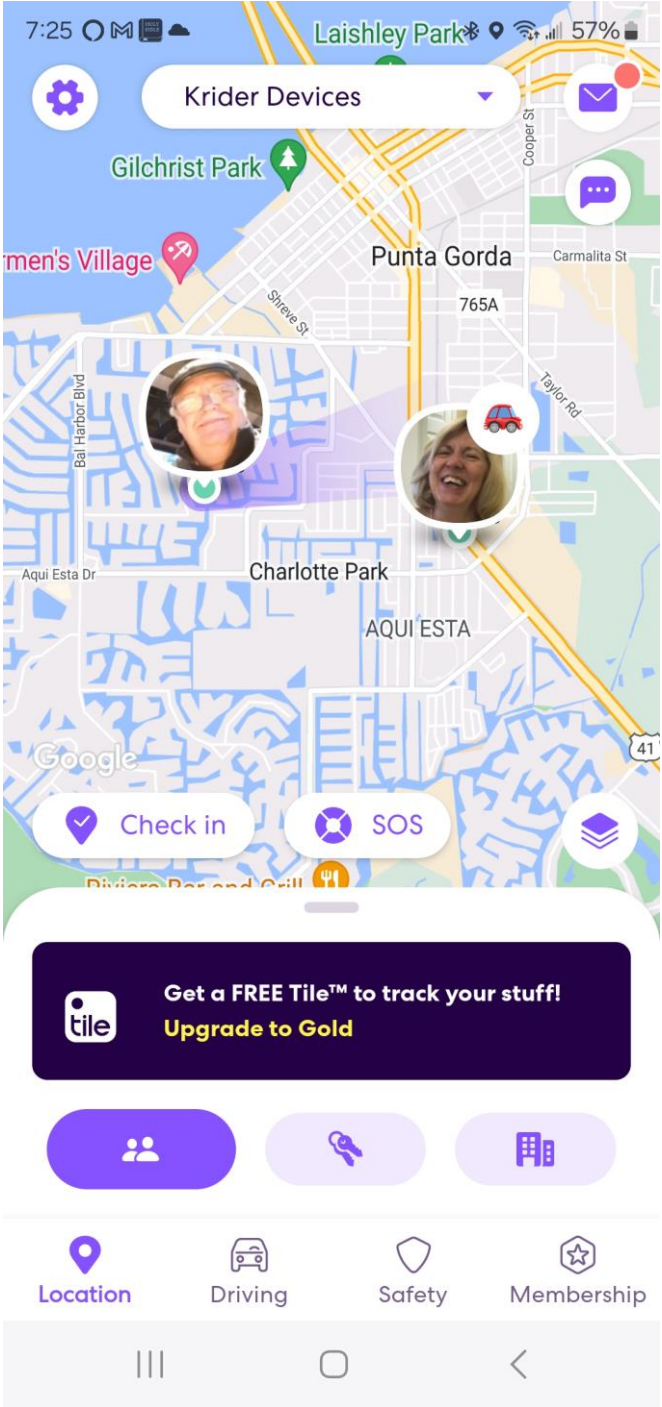
Tracker Software

- Apps depending on what Tracker

Samsung Smart Things



Tile Life360



Apple Find My



Tracki

Tracki Pro



Smart Tags, Tiles and GPS Trackers

Review, Wrap up and Questions

