BEACON DATABASE – ACME CORPORATION

Proximity ID (UUID)	Major	Minor	TX Power (dBm)	PDU Type	PDU Payload
B9407F20-0000-1000-8000-00805F9B34FB	001	001	10	0010	http://weeklyad.acme.com/redwood-city-ca-94063/homepage#
B9407F20-0000-1000-8000-00805F9B34FB	001	002	5	0010	http://weeklyad.acme.com/redwood-city-ca-94063/electronics?sort=title#
B9407F20-0000-1000-8000-00805F9B34FB	001	003	0	0010	http://weeklyad.acme.com/redwood-city-ca-94063/electronics-cell-phones?code=Acme-140511&sort=title#
B9407F20-0000-1000-8000-00805F9B34FB	002	001	10	0010	http://weeklyad.acme.com/mountain-view-ca-94040/homepage#
B9407F20-0000-1000-8000-00805F9B34FB	002	002	5	0010	http://weeklyad.acme.com/mountain-view-ca-94040/groceries?sort=title#
B9407F20-0000-1000-8000-00805F9B34FB	002	003	0	0010	http://weeklyad.acme.com/mountain-view-ca-94040/groceries-produce?code=Acme-144311&sort=title#

FIG. 2A

BEACON DATABASE – ACME CORPORATION

Proximity ID (UUID)	Major	Minor	Range Class	Message
B9407F20-0000-1000-8000-00805F9B34FB	001	001	Far	Welcome To Acme! click for store map
B9407F20-0000-1000-8000-00805F9B34FB	001	002	Near	25% off cell phones click for details
B9407F20-0000-1000-8000-00805F9B34FB	001	002	Immediate	iPhone® 5 click for details

FIG. 2B