

# Baseball demos location tech with Apple's iBeacon

September 26 2013, by Anick Jesdanun

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In this Friday, Sept. 20, 2013, file photo, a sales person pulls out an iPhone 5s for a customer during the opening day of sales of the iPhone 5s and iPhone 5C, in Hialeah, Fla. Apple says Monday, Sept. 23, 2013, that shoppers snapped up 9 million of its newest iPhones since the devices were launched Friday, and that demand is exceeding supply. (AP Photo/Alan Diaz)

As good as GPS is at helping smartphones guide you, the technology isn't very precise and doesn't work reliably indoors.

Apple is trying to improve that with a new iBeacon system that comes with last week's iOS 7 update.

Better location information will improve a range of features, including recommendations based on what's popular nearby. It will also allow users to receive advertisements and coupons from nearby retailers.

Major League Baseball is showcasing some of the technology's potential, with plans to use it more extensively by in ballparks next season.

At Thursday's demonstration at New York's Citi Field stadium, MLB officials showed how coupons can appear on a fan's phone the moment they walk into a souvenir shop. Bonus features show up when fans are near [landmarks](#).

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Citation: Baseball demos location tech with Apple's iBeacon (2013, September 26) retrieved 4 July 2024 from <https://phys.org/news/2013-09-baseball-demos-tech-apple-ibeacon.html>

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