

BlueFox For Universities

Now, universities can message students directly, based on proximity, while passively measuring foot traffic, dwell times, and occupancy.

Benefits

- Know how many people are on your campus in real time
- Get a real-time heat map of areas
- Engage with students to facilitate camaraderie
- Inform people with restaurants/venues real-time occupancies
- Send proximity-based messaging throughout the day

BlueFox Setup

- One BlueFox sensor installed at each strategic location (cafeteria, PE venues, library, etc)
- After consent is given, text messages are sent to let people know about events, menus, activities, emergencies

The Challenges

- Count people in different areas of the campus,
- Engage with students and/or staff when they arrive at the campus
- Inform people with real-time occupancy levels of strategic places like cafeterias, libraries, Fitness and sport venues
- Clean the bathrooms when necessary and not at fixed times
- Send timely communications during events
- Improve safety efficiencies during emergency situations

The Solution

With BlueFox.io, universities can improve efficiencies and engage with students and staff.

BlueFox proximity-based messaging solution is easy to use for both the facility management team and the students. **The solution works with no apps, no beacons, and is privacy-friendly.**

- 1 People arrive on campus and see the pulse of locations on displays. They can opt-in with their phone to be part of the proximity-based messaging program.
- 2 A confirmation message is sent to their phone once enrolled.
- 3 Daily Campus Info, event updates, and other messages are sent automatically, and in a privacy-friendly way, at the right time and place.

