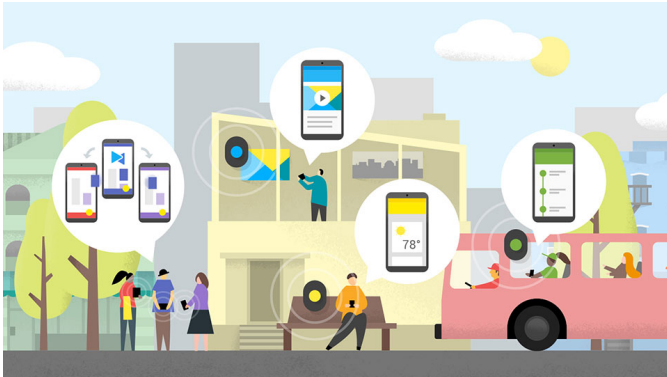**Google Takes on iBeacon With Eddystone**

Written by Marco Attard

20. July 2015

Google reveals what it describes as a "new and open" rival to Apple's iBeacon-- Eddystone, an open source, cross-platform Bluetooth LE beacon format one can use to send information from a specific points of interest.

Named after the Eddystone Lighthouse in the UK, the beacon system uses Bluetooth to beam relevant data to mobile devices in range. It broadcasts either app data or web links, and makes use of one of two APIs to either find and ping nearby beacons (such as at a retail outlet) or send information when one is at a specific location (through latitude/longitude).

Google already runs something of the sort in Portland, Oregon, in the shape of bus stop beacons offering transit times to Android device users. However the Eddystone format promises to be compatible with both iOS and Android, making it arguably superior to the iOS-only iBeacon.

Security comes through Ephemeral Identifiers (EIDs).

The search giant adds existing Bluetooth beacons can get Eddystone via firmware update, and the company also offers a management tool for the owners of a large amount of beacons.

Eddystone is available now for interested parties.

Go [Lighting the Way With BLE Beacons](#)