OSRAM EINSTONE®

OSRAM EINSTONE® brings the offline and online worlds together using intelligent transmitter units known as beacons, thereby enabling the implementation of location-based services. The lighting installation provides a stable, secure and low-maintenance beacon infrastructure for these services. With EINSTONE® Smart Infrastructure and EINSTONE® Smart Retail, we can supply everything you require for your individual applications – from single components right through to complete solutions.

Comprehensive customer understanding for an exceptional customer experience

EINSTONE® Smart Retail

The EINSTONE® Smart Retail Solution offers retailers a holistic view of the customers. The intelligent combination of digital customer loyalty program, location-based marketing and the connection to CRM and POS systems will allow them to increase their revenue and the brand loyalty of their customers. Furthermore, our offering will create the ideal circumstances for custom omni-channel marketing.

EINSTONE® Smart Infrastructure

Lighting installations form the basis for our EINSTONE® Smart Infrastructure. Permanently supplied with power, the EINSTONE® beacon modules give you a stable and secure solution that is directly connected to the lighting installation. Not only does this ensure an ideal placement of beacons, it also reduces the necessary level of maintenance (and the associated costs) to an absolute minimum. EINSTONE® provides the basis for implementing a whole range of location-based applications in indoor facilities.

www.osram.com/einstone

The EINSTONE® Smart Infrastructure forms the basis for a variety of indoor location-based services. Combining the lighting installation with permanently powered beacons turns it into a positioning system.

Benefits

High signal quality
— Strong and stable signals: iBeacon™, Eddystone™ URL (Physical Web™), Eddystone™ UID, AltBeacon™
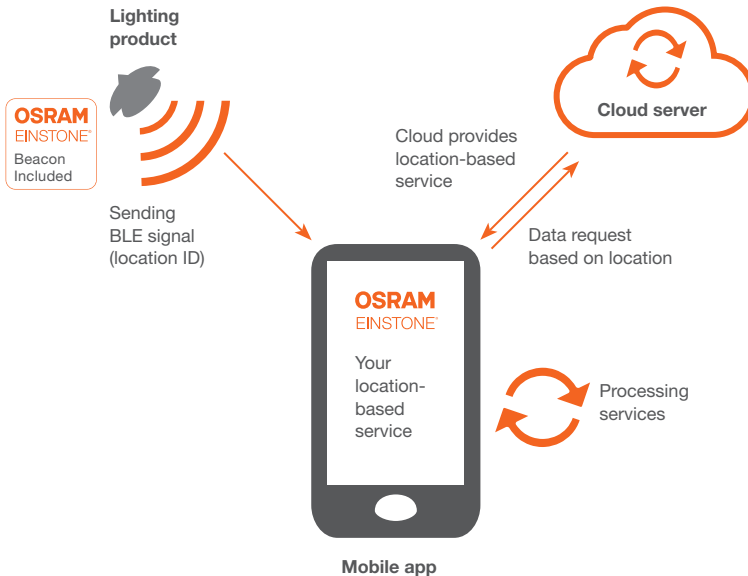— Homogeneous distribution (through arrangement of the lighting installation)

Security
— High security and privacy standards in compliance with ISO/IEC 27018 standards
— Low risk for theft/physical manipulation due to integration in lighting installation

Low costs
— Low maintenance costs
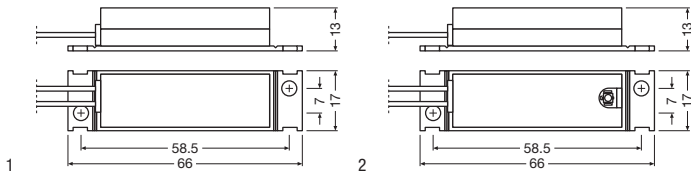— Integrated in existing lighting infrastructure

Easy management
— Beacon management & remote manageability via backend
— Over-the-air update management
— OSRAM firmware with energy management

Lighting product

OSRAM
EINSTONE®
Beacon Included

Sending BLE signal (location ID)

Cloud provides location-based service

Cloud server

Data request based on location

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Your location-based service

Processing services

Mobile app

EINSTONE® module
Location-based services

Product name	GTIN (EAN)	V	W	A	AC/DC	IP	Ta	Battery	📶
EINST-CVT-KIB2	**4052899986923**	5…60	<1	0.01	DC	IP65	0…+45	2 x NiMH	integrated
EINST-CVT-KIN2	**4052899986961**	5…60	<1	0.01	DC	IP65	0…+45	-	integrated
EINST-CVT-KUB2	**4052899986947**	5…60	<1	0.01	DC	IP20	0…+45	2 x NiMH	external
EINST-CVT-KUN2	**4052899986985**	5…60	<1	0.01	DC	IP20	0…+45	-	external

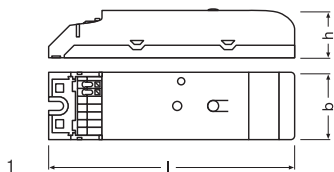| Product name				l [mm]	b [mm]	h [mm]		No.
EINST-CVT-KIB2	+4 dBm	100…2000 ms	iBeacon / AltBeacon / Eddystone	66	17	13	12	1
EINST-CVT-KIN2	+4 dBm	100…2000 ms	iBeacon / AltBeacon / Eddystone	66	17	13	12	1
EINST-CVT-KUB2	+4 dBm	100…2000 ms	iBeacon / AltBeacon / Eddystone	66	17	13	12	2
EINST-CVT-KUN2	+4 dBm	100…2000 ms	iBeacon / AltBeacon / Eddystone	66	17	13	12	2

Product benefits
— Homogeneous distribution
   (ideal grid in lighting installation)
— Low maintenance effort
— Integrated in existing lighting infrastructure
— High level of privacy standards
— Low risk of physical manipulation due to integration
   in lighting installation
— Beacon management and remote manageability
   via backend
— Over-the-air update management
— OSRAM firmware with energy management
— Broadcast of up to five iBeacon™, AltBeacon™ or
   Eddystone™ frames together or just the ones you
   want

Areas of application
— Location-based services
— Proximity marketing
— Loyalty programs
— Customer analytics

EINSTONE® basic
Location-based services

Product name	GTIN (EAN)	V	W	A	AC/DC	IP	Ta	📶
EINST-BASIC-BUN2	**4052899989641**	230	0.05	0.004	AC	IP20	-20…+60	external
EINST-BASIC-BIN2	**4052899989634**	230	0.05	0.004	AC	IP20	-20…+60	integrated

Product name	📡	⏱	⚙	l [mm]	b [mm]	h [mm]	📦	💡 No.
EINST-BASIC-BUN2	+4 dBm	100…2000 ms	iBeacon / AltBeacon / Eddystone	118	30	21	25	1
EINST-BASIC-BIN2	+4 dBm	100…2000 ms	iBeacon / AltBeacon / Eddystone	108	30	21	25	1

Product benefits
— Homogeneous distribution
  (ideal grid in lighting installation)
— Low maintenance effort
— Integrated in existing lighting infrastructure
— High level of privacy standards
— Low risk of physical manipulation due to integration
  in lighting installation
— Beacon management and remote manageability
  via backend
— Over-the-air update management
— OSRAM firmware with energy management
— Support of various Beacon standards
— Broadcast of up to five iBeacon™, AltBeacon™ or
  Eddystone™ frames together or just the ones you
  want

Areas of application
— Location-based services
— Proximity marketing
— Loyalty programs
— Customer analytics