

BEACONS vs NFC vs RFID

	Beacons	NFC	RFID
Protocol	Bluetooth Low Energy	NFC (form of RFID)	Radio frequency
Access/Readers	ALL smartphones with Bluetooth 4.0+ (Bluetooth Smart)	Android devices only. Not available on iOS.	Needs special readers.
Range	Few inches up to 70m	Few inches	Few cm up to 100m
Engagement	One-to-one or one-to-many.	1-to-1	1-to-1
Information	Information is dynamic and delivered via mobile app. Can be personalized based on location, frequency, time of day, etc.	Information is constant and embedded in the tag.	Information is constant and embedded in the tag.
Use case	Events/conferences, exhibit halls, retail stores, museums, restaurants, airlines, etc.	Apply Pay, Smart mailers with embedded NFC	Inventory tracking