



Small Startup Quietly Becomes Largest Beacon Purchaser in the Western Hemisphere

SAN JUAN, PUERTO RICO, June 15, 2016 - Migo IQ, a start-up based in San Juan, Puerto Rico, has recently purchased 65,000 beacons, making them the largest beacon purchaser in the Western Hemisphere. Migo IQ's founder, Jonathan Kotthoff, sourced the beacons from a manufacturer in China and funded the purchases with a portion of the first round of Series A funding, received in 2015. A portion of the purchased beacons have already been installed in client locations. Remaining beacons are warehoused in St. Louis, MO, or awaiting direct shipment orders from their holding location in China.

The introduction of migo IQ's consumer-centric beacon technology marks a revolutionary advancement for physical businesses that are simply unable to interact face-to-face with each and every customer that walks through their door. The migo platform is the first of its kind, powered by machine learning, which overcomes operational and staffing challenges so that brick-and-mortar businesses can provide the same type of dynamic, personalized shopping experience customers typically get online.

In late 2015, in order to meet client demand, migo IQ purchased 65,000 beacons from a manufacturer in China, a move that made the company the largest purchaser of beacons in the Western Hemisphere, and one of the largest in the world. Migo IQ uses a dense overlay of beacons – more beacons per square foot than any other beacon company – coupled with an intelligent, machine-learning software. It's the first truly automated, responsive mobile tool for brick-and-mortar retailers, a real-world recommendation engine they can implement during their day-to-day operations, to increase revenue and offer customers the personalized in-store shopping experience they are looking for.

Amazon and other eCommerce businesses generate approximately 30% of their revenue from personalization tools and up-sells, and thanks to migo IQ's unique, customer-specific recommendation engine, brick-and-mortar businesses and entertainment venues can also enjoy a higher growth in sales. An ultra-specific, dense beacon overlay provides 100% inventory coverage and generates real-time, customer-based product offers, without the need for manual control and hands-on adjustment that most beacon technology requires. In fact, migo IQ's machine-learning software is designed to fully integrate with each business' inventory management and POS systems, for seamless functionality.

Digital competition has always been a major issue for brick-and-mortar retailers and entertainment venues. The demand for interactive, in-store technology that works well in the real world is what inspired the team at migo IQ to develop a responsive, machine-learning platform for real-world use. Globally, there are about 200 companies that offer beacon technology, but none of them measure up to migo IQ's strategically plentiful beacon placement and automated software – a unique combination that allows brick-and-mortar businesses to compete with online retailers like never before.

With this new purchase of 65,000 beacons, migo IQ's beacon technology and machine-learning software is now available to interested retailers who want access to a personalized, responsive machine-learning platform that translates to increased revenue in the real world.

About migo IQ:

The first beacon company to bring machine-learning software to beacons, migo IQ combines beacon technology with an automated, responsive, machine-learning platform. The migo IQ platform allows brick-and-mortar retailers to offer their customers an customized and interactive in-store shopping experience. It's an upgraded, real-world version of the personalized recommendations used by online retailers and big eCommerce brands for 30% revenue increase.

Find out more about migo IQ's in-store beacon technology by contacting Al DeBolin, Business Development Officer for Migo IQ, at 877-605-5754 or via email at aldebolin@migoiq.com. Find migo IQ online at www.MigoIQ.com or on [Twitter](#), [Facebook](#), [LinkedIn](#), or [Instagram](#).