

# **LBB-U100**

## **User Manual**

## 1. Product Introduction

LBB-U100 is based on Bluetooth low energy 4.0 technologies, and therefore most of smart devices such as smart phone and tablet are easily interacted with the Smart beacon through the wireless technologies.

## 2. Product Specification

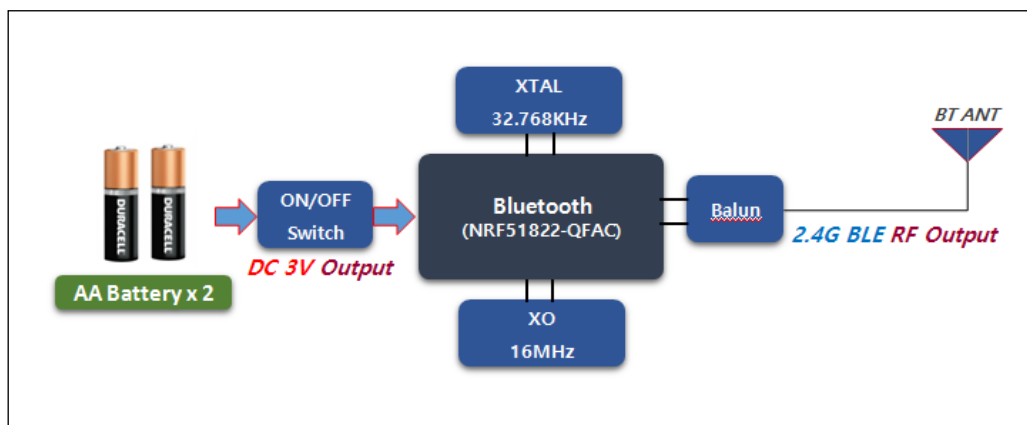
### General Features

Item	Description
Protocol	Bluetooth 4.0 (Bluetooth Low Energy, BLE) Supported
Supplied Voltage	3.0V(1.5V x 2) AA battery (Alkaline) x 2
Dimension	83.5mm (W) x 79.8mm (D) x 29.7mm(H)
Weight	80g

### Electronic Specification

Item	Description
Frequency Range	2402 ~ 2480MHz
Output Power	-0.4dBm
Receiver Sensitivity	-93dBm
Operating Temperature	-10°C ~ +50°C
Storage Temperature	-20°C ~ +60°C
Humidity	5% to 95%(non-condensing)
Distance Range	50m

### Block Diagram

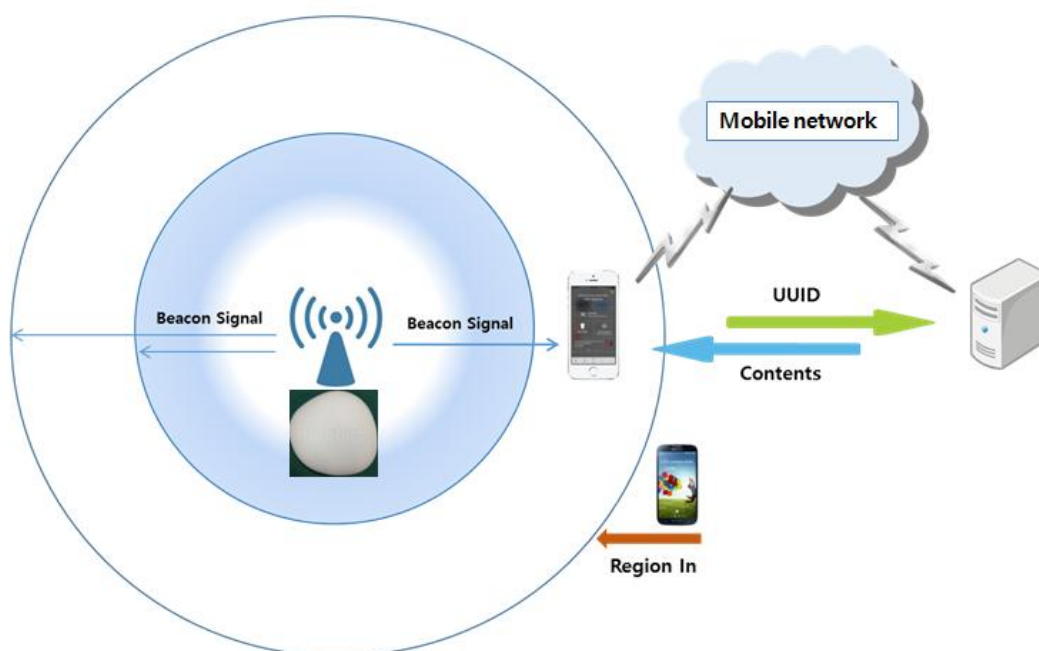


## Key Features

- Broad beam built-in Antenna
- Bluetooth 4.0 Compliant Protocol Stack for Single-Mode BLE Solution
- Supported iBeacon Profile
- Supported Device Management Function - Customizable UUID, Major, Minor, signal strength level and operation time management through the device management utility app, and also firmware upgrade
- Works with all Bluetooth Smart Ready devices and enabled smartphones (Apple iPhone 4S or later, Android 4.3 or later)

## 3. Getting Started

When Consumer's smartphone is approaching a LBB-U100 device and then a service App in consumer's smartphone will notify to customer for a personalized service such as information, coupon, payment, check-in and so on, so that customer can be able to get a great personalized feedback through internet. And also the consumer App will interact with the Smart Beacon for a payment issue based on the Bluetooth low energy technology.



FCC NOTICE TO USERS: This device complies with part 15 of the FCC rules.

Operation is subject to the following two conditions:

- (1) This device may not cause harmful interference and
- (2) This device must accept any interference received, including interference that may cause undesired operation.

NOTE: This equipment has been tested and found to comply with the limits for a Class B digital device, pursuant to part 15 of the FCC Rules. These limits are designed to provide reasonable protection against harmful interference in a residential installation. This equipment generates, uses and can radiate radio frequency energy and, if not installed and used in accordance with the instructions, may cause harmful interference to radio communications. However, there is no guarantee that interference will not occur in a particular installation. If this equipment does cause harmful interference to radio or television reception, which can be determined by turning the equipment off and on, the user is encouraged to try to correct the interference by one or more of the following measures:

- Reorient or relocate the receiving antenna.
- Increase the separation between the equipment and receiver.
- Connect the equipment into an outlet on a circuit different from that to which the receiver is connected.
- Consult the dealer or an experienced radio/TV technician for help.

Any changes or modifications to the equipment not expressly approved by the party responsible for compliance could void user's authority to operate the equipment.

The device must be installed to provide a separation distance of at least 20 cm from all persons and must not transmit simultaneously with any other antenna or transmitter.


CE NOTICE TO USERS :

Hereby, SK telecom Inc. declares that this LBB-U100 is in compliance with the essential requirements and other relevant provisions of Directive 1999/5/EU

Product Labelling

Manufacture's : SK telecom, Inc 

Address : SK T-Tower, 65, Eulji-ro, Jung-gu, Seoul, 04539, Korea

Importer's Label : Shopkick, Inc 

Address : 900 Middlefield Rd. Floor 3 Redwood City, CA 94063, USA

Product Name/Type : LBB-U100 / Beacon

**CE 1177**