For immediate release

S4M and Onyx Beacon partner to offer customized contextual engagement for companies and mobile users in Middle East

Dubai, October 22, 2015 — Onyx Beacon, a global market leader in the micro-location and contextual communication technology based on Beacon technology, announced today a strategic partnership with S4M (Solutions 4 Mobility), to promote and support Onyx Beacon's integrated solutions throughout the Gulf region. As one of the most innovative and immediately impactful creator in the Bluetooth Low Energy field, Onyx Beacon provides high quality Content Management Hardware and Interactive & Analytical software that allows Application Developers to reach and engage mobile users and customers in various sectors like transportation, retail, banking, asset tracking, education, healthcare, smart cities, advertising, or hospitality.

iBeacon technology allows Mobile Apps to understand the customers/consumers position on a micro-location scale and deliver hyper-contextual content to them based on preference, taste and habits completely specific to an individual. The underlying communication technology is Bluetooth Low Energy. Ever since it was launched by Apple in its World Wide Developer Conference in 2013, the iBeacon concept has helped developers to explore and innovate newer possibilities and provide game-changing solutions to retailers and service providers

"We're extremely excited about this partnership with Onyx Beacon, since it will spur the already burgeoning concept of IOT (Internet of Things)" said **Bachar Kassar, Managing Director of S4M**. *"Onyx Beacon and its powerful CMS gives our clients the advantage of personal contextual notifications and capture the user behavior through their smartphones in real time."*

"The Gulf Region is one of the areas of the world that develops in a fast pace and has an enthusiastic rate of integration for new revolutionary technologies. We are confident that our partnership with S4M will provide companies and institutions in the region the chance to extract great value and significant benefits by using our solutions for micro-location, contextual communication and accurate analysis of user behavior", **said Bogdan Oros, CEO of Onyx Beacon**.

About Onyx Beacon

Onyx Beacon is a leading developer of Beacon hardware & management software that allows developers to create innovative ways to reach users by detecting micro-location and proximity. Onyx Beacons enable a secure & scalable iBeacon™ infrastructure for mobile developers, events, venues, banks, major retailers, restaurants, transportation companies, museums & many other businesses and institutions that want to engage their users & customers in the most innovative ways.

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About S4M (Solutions 4 Mobility)

S4M (Solutions 4 Mobility), a Farabi Technology Middle East (http://www.farabi.ae) arm, is a renowned regional player that offers high-quality digital content on heterogeneous mobility platforms to the BFSI, Automotive, Airline, Healthcare, Retail and Government sectors. Its experience and expertise in smartphone mobility applications development has allowed its talented team to build innovative, attractive, and affordable mobility applications for its valuable clients across the Middle East and Africa.

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