

HIGH-PERFORMANCE BLE BEACON · ASSET TRACKING

Asset Tag AT-1

A long-range, ruggedized Bluetooth beacon for tracking assets, indoor navigation, wayfinding and proximity marketing. With a replaceable CR2477 cell lasting up to 4 years and an IP67 enclosure, the Asset Tag deploys anywhere — factory, warehouse or building.

BLE 5.1

UP TO 160 M

IP67

IBEACON / EDDYSTONE

3-AXIS G-SENSOR

UP TO 4 YRS · CR2477



POWERED BY 4MTRACKING

Live asset visibility across every zone

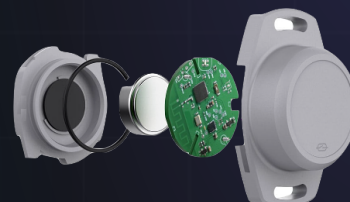
Pair Asset Tags with 4MTracking anchors and gateways for real-time, last-known position of assets, vehicles and people — indoors and out.



Technical Specifications

Smart hardware & software that lets the Asset Tag join your solution easily.

Specification	Asset Tag AT-1
GENERAL	
Main chip	Nordic nRF52811
Bluetooth	BLE 4.2 (hardware compatible with 5.1)
Range*	Up to 160 m
Dimensions	70 × 46 × 21 mm
Weight	33.5 g (with battery)
Material / Color	ABS+PC · Grey
Waterproof	IP67
Installation	Hang · Sticker · Screw
Button / LED	Inner mechanical button · single red LED
Sensors	Hall-effect magnetic switch · 3-axis accelerometer (optional)
POWER	
Battery	Replaceable 1000 mAh CR2477 lithium coin
Average current	21 µA (28 µA with G-sensor)
Lifetime	Up to 4 years (3 years with G-sensor)
ENVIRONMENT	
Operating temperature	−20 °C ... +60 °C (−40 ... +85 °C customizable)
Humidity	0 % ... 95 % (non-condensing)
Certifications	FCC · CE (RED/LVD/EMC) · REACH · RoHS



Replaceable CR2477 battery. Open the screw-down enclosure, replace the 1000 mAh coin cell and reseal — up to 4 years of runtime per cell.

*Range tested in open area with no obstacles. Default: 1 active slot, 1000 ms ADV interval, 0 dBm Tx power.

Functions

Multi-protocol advertising, smart sensing and easy configuration.

Multi-protocol advertising — Apple iBeacon, Google Eddystone (UID/URL/TLM) and sensor-data broadcasting.

Up to 6 active slots — broadcasts different advertising packets simultaneously.

Motion detection — 3-axis G-sensor detects movement and adapts the advertising status and data.

Power-saving mode — motion detection puts the beacon to sleep when idle to extend battery life.

Configuration app + SDK — iOS & Android app configures all parameters; open SDK for custom development.

Firmware update — Nordic DFU OTA or J-link.

APPLICATIONS

• Asset Tracking

Trace tools, equipment and goods across factory and warehouse.

• Indoor Navigation & Wayfinding

Positioning and guidance inside buildings and facilities.

• Proximity Marketing

Trigger context-aware content when users are near a beacon.

• Harsh Environments

IP67 ruggedized for reliable indoor and outdoor deployment.