

**Excerpt from:**

“What's New in Core Location - WWDC 2013 - Videos - Apple Dev.mp4”:

This is a great first step at a product. Now, now my friends can, that are trying this app can go to a store and get immediately notified that, “Hey, look that you are inside a Jay’s Doughnut Shop.” But, one of my friends came back to me and said, “Hey, look. You got that Jay’s Doughnut Shop over at Valley Fair Mall and **whenever I go inside there and I go by some shoes, the result is that my phone starts vibrating because I go by Jay’s Doughnut Shop. So, this is relatively annoying. The reality is that users don’t necessarily care that they’re inside a Jay’s.** They’re usually seeking to interact with your store. And, when they are ready to do that, they are perfectly capable of pulling their phone out of their pocket and turning their display on and launching the application themselves. So, **but we can still speed the process up by letting you know when they turned on their phone inside of a store. And, so to do that, there is an added property that beacon regions support, which is notifyEntryStateOnDisplay. And, now anytime a user turns on their phone inside of my stores, my application will receive a launch event.** And, of course, we can disable the notifyOnEntry. This is a spurious wake that wasn’t really relevant to the user. There is no reason to know that we’ve walked by Jay’s or even stepped inside of Jay’s until I’m ready to interact with my phone.

<https://developer.apple.com/videos/play/wwdc2013/307/> at [32:40 – 33:59] (accessed Apr. 22, 2021)