

## Bluetooth Broadcasting

Looking for creative, cost-effective methods to distribute your marketing messages? Bluetooth broadcasting is an amazing system that uses Bluetooth wireless technology. Direct response advertising at its best!

Our Bluetooth broadcasting proximity advertising solution allows for the distribution of rich media content and applications to mobile phones, laptops, and other Bluetooth-enabled handheld devices. Content that is engaging, interactive, and informative. The formula works when these wireless devices are relatively close to virtually any public and private spaces that are equipped with our Bluetooth Servers. Location-based marketing has arrived! Bluetooth Broadcasting offer powerful proximity-based direct response marketing solutions for content providers, advertisers, retailers, public space operators, and more. And that's just the beginning of what you can do with our location-based marketing technology.

- At broadband speed, our Bluetooth broadcasts deliver customized, rich media content and applications directly to cell phones within a range of 1000 feet of a specific location.
- Cell phone users can receive coupons, video, audio, photos, Bluetooth messages, etc.

What is proximity marketing? Bluetooth broadcastings specialize in providing information, entertainment, discounts, coupons, and other promotional material to users of mobile phones and other portable Bluetooth-enabled devices. The technology helps businesses and organizations implement proximity marketing by offering superior technology in the following arenas:

- Broadcast location-based coupons
- Contextual advertising
- Localized information
- Gaming and music
- Content on demand

How proximity marketing works? Retailers use proximity marketing by simultaneously targeting patrons already inside their stores and pedestrians within relative proximity of their storefronts: people who own mobile devices that use Bluetooth wireless technology. This is location-based marketing at its best. Just create and load your ad.

Never before have brands, information providers, and retailers been enabled with the technology to send content and direct response advertising directly to a consumer's mobile phone. Send all consumers within relative proximity of a particular destination, retail store, or area. Our Bluetooth broadcast permission based messages every 15 seconds around the clock to reach all your NEW customers!

### Mobile marketing at its finest

The finest in mobile marketing. Our Bluetooth message broadcaster is a secure, permission-based system. Our Bluetooth server is a fully hosted proximity marketing solution that services the installation and management process. We also provide an option to those seeking to manage and host the server themselves.

### How to transmit location-based contextual information

Interested in proximity advertising? Our Bluetooth broadcasting solves wireless advertising and marketing problems with its integrated software systems. Using Bluetooth wireless technology,

this highly customizable hardware and software enables businesses to reach prospects with promotional campaigns and other timely, relevant content. The Bluetooth server seamlessly meets the advertising and marketing needs of:

- Content owners
- Brands
- Retailers
- Information providers

Highly flexible, the Bluetooth server can be positioned just about anywhere or incorporated into other forms of display media.

Proximity Marketing - The ultimate solution to reaching people

The Bluetooth server can be placed almost anywhere that people with wireless handheld devices can be found. We're helping businesses learn how to effectively use location-based contextual advertising in settings like:

- Airports
- Auto Sales
- Banks
- Billboards
- Bus Shelter Posters
- Church Campuses
- Concerts
- Hospitals
- Hotels and Resorts
- Kiosks
- Large Shopping Malls
- Movie Theater Complexes
- Nightclubs and Bars
- Outdoor Billboards
- Public Spaces
- Restaurants
- Retail Locations
- Sports Arenas
- Subway Station Posters
- Technical Schools
- Theatres (opera, shows, etc.)
- Tradeshows
- University and College Campuses
- Medical Plazas

Reaching Bluetooth-enabled wireless devices

Bluetooth-based proximity advertising solution allows for the distribution of rich media digital content, applications, and advertising to mobile phones and other Bluetooth-enabled devices that are within relative proximity of retail stores, commercial buildings, and public spaces equipped with our Bluetooth servers.

The value of using customized Bluetooth content

Content providers load customized content onto the Bluetooth server and direct the system to broadcast that content to mobile phones and other mobile devices using Bluetooth wireless technology. The content, which uses mobile coupons, information, entertainment, discounts, and other promotional material, transmits at speeds up to 30 times faster than it would take to

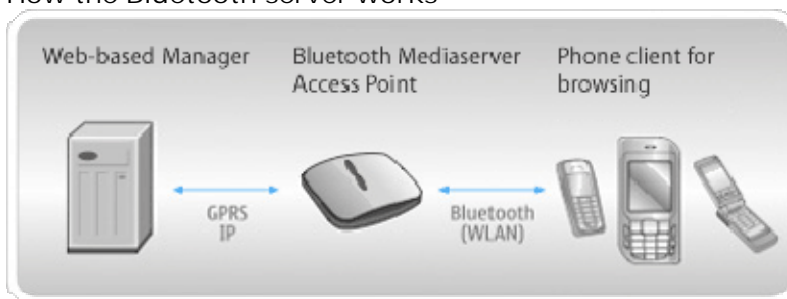
download them from most available mobile networks. Bluetooth advertising means powerful, effective wireless advertising, with a reach radius of 1000 feet from a server location.

In addition, targeted prospects are themselves enabled with the ability to control if and when they want to receive content. This gives the prospect total control of the direct response communication aimed at them. At the very core of the Bluetooth server is an embedded permission-based implement designed to ensure a spam-free, rich user experience.

Tracking success rates of the Service

Service providers can use the integrated software tool to track information pertaining to the success or failure of message delivery, message open rates, and—when applicable—conversion rates.

How the Bluetooth server works



The Bluetooth server distributes advertising content to people who own devices that use Bluetooth wireless technology - Bluetooth-enabled mobile phones and other Bluetooth-enabled handheld devices. The entire setup is comprised of a multi-radio access point known as Bluetooth Beaming. The result: solid contextual advertising.

This amazing mobile content messaging system allows for wide variety of programmed instructions. An operator may instruct the system to send only time-based messages to all devices in its proximity.

*Example: a programmed instruction may direct a Bluetooth server (or all networked servers located near a frequently visited shopping center) to send a digital coupon during the lunchtime hour to all mobile devices located in the proximity of a targeted restaurant at that particular time. Accept the coupon and redeem on the spot!*

The Bluetooth server can be operated independently or in conjunction with other remote access points to form a Bluetooth wireless marketing network operated from a central location through a Web-based interface.

Whether operated independently or as part of a Bluetooth network, the Bluetooth server access point can be used to distribute all types of content to the owners of devices running Bluetooth wireless technology.

Each time someone carrying a device that uses Bluetooth wireless technology enters an area serviced by a Bluetooth server, the system goes through the following steps:

#### 1. Identification

The Bluetooth server identifies the device based on its unique Bluetooth ID number and captures it for storage. Like a MAC address tag associated with a computer, this Bluetooth identification number is permanently coded into the mobile device. It never changes.

## 2. Queries

After the identification process, the Bluetooth server queries its database to see what, if any, communication may have taken place with the mobile device in the past. Depending on the result of the query, the system initiates action to deliver content to the device based on a set of pre-programmed instructions.

## 3. Profiling

If a history for the device exists in the database, the Bluetooth server follows a set a pre-programmed instructions to continue communicating with the device while building the profile. If there is no history of communication with the mobile device, the system will start profiling the device by initiating communication based on a different set of pre-programmed instructions. Sample instructions are listed below.

The pre-programmed instructions are uploaded to the system in one of two ways:

- An operator may input these instructions directly into the system.
- An operator may input the instructions remotely via Web-based software interface.

The following examples broadly describe the types of instructions an operator may program into the server to provide powerful wireless marketing.

- If user has already received advertising A, then send advertising B or C, etc.
- If user has received a video file, then send an MP3 file the second time, etc.
- If user enters area near restaurant at 12:00 p.m., then send lunch coupon for a hamburger, discounted meal, etc.
- For users waiting in line for tickets at all theaters in nationwide network, send popcorn discount.
- If user has paid for content, then allow user the ability to download or view certain files.

The Bluetooth server supports all existing content formats. Sample formats supported include, but are not limited to:

- Bluetooth files
- Image files
- Barcodes
- Audio Files
- Ringtone Files
- Video Files
- Java Applications
- VCAL
- vCard
- SMS
- MMS

Our Bluetooth server utilizes Bluetooth radios to deliver content in a range of up to 1000 feet from the Bluetooth server location. Data transfer rates vary, depending on the user's mobile phone and handset type.

BlueTooth security avoids privacy and spamming issues

The Bluetooth server incorporates 128-bit security to ensure that communication between the server and each mobile devices is kept secure. As an added security measure, the system is configured to send a permission message that includes a short PIN number that must be entered and send by the user for verification and acceptance of the unique offer.

Bluetooth mobile broadcast Bluetooth servers enable fast deployment of promotions

Our proximity advertising solution provides businesses with the opportunity to leverage Bluetooth wireless connectivity to deliver relevant content to relevant people in relevant places at relevant times. The benefits are immense and unparalleled when compared to other forms of direct response advertising. Advertisers have the ability to deploy advertising, marketing, or messaging campaigns in a matter of hours rather than days or weeks. Listed below are some additional benefits of utilizing a mobile broadcast Bluetooth servers system.

#### Benefits for merchants, advertisers and service providers

Are you a service provider, retailer, location manager, or operator? Take a look at how using Bluetooth wireless technology fills your marketing and advertising needs. You can:

- Ensure that recipients have an enhanced retail experience.
- Drive sales by offering digital delivery of coupons and promotional material.
- Encourage repeat visits so users can acquire new or updated content.
- Increase loyalty through redemption opportunities and loyalty programs.
- Extend the brand beyond the retail location.
- Lower the dependence on expensive paper-based marketing material.

Bluetooth marketing means your customers gain access to vital information about products and services on-demand. This frees your sales staff to deal with additional customer requests. Plus, this Bluetooth-enabled technology allows retailers and service operators to encourage viral marketing.

#### Consumer benefits

- Enhanced retail experience.
- Enhanced level of personalization.
- Consumers can store content on these devices for later viewing.
- Consumers can receive exclusive content distributed only at select locations.
- Consumers can help with viral marketing process by transferring the acquired content to other mobile devices with ease. Imagine how a few consumers can pass along movie trailers or coupons to friends and family who have mobile phones.

#### Deployment locations for Bluetooth servers

Using Bluetooth's wireless technology, this remarkable contextual marketing system can be easily deployed to a wide variety of locations, including (but not limited to):

- Airports
- Auto Sales
- Banks
- Billboards
- Bus Shelter Posters
- Church Campuses
- Concerts
- Hospitals
- Hotels and Resorts
- Kiosks
- Large Shopping Malls
- Medical Plazas
- Movie Theater Complexes
- Nightclubs and Bars
- Outdoor Billboards
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Why not get your messages in front of the right consumers in the right place, at the right time?

We've worked tirelessly on technology to target consumers . . . technology that will provide the most bang for an advertiser's buck. Bluetooth broadcast Bluetooth server's proximity advertising

systems are a true location-based advertising solution that advertisers can use to deliver timely messages to a specific audience at the ideal time.

#### Analyzing behavior of mobile device owners

This amazing Bluetooth server marketing system gives advertisers the ability to profile and analyze consumer behaviors while tracking direct response to campaigns in real-time. The suite of web-based tools goes hand in hand with the server. It provides advertisers with information that allows cost-efficient planning as well as traditional analyses for measuring success (coverage, reach, frequency, and audience, etc.) and ways to build profiles.

Choose the Bluetooth marketing system that will bring a significant return of investment: Bluetooth servers! If you are ready to begin, contact us today. We'll see that you have the latest effective contextual marketing system available.