

New Media delivery presentation

Bluetooth

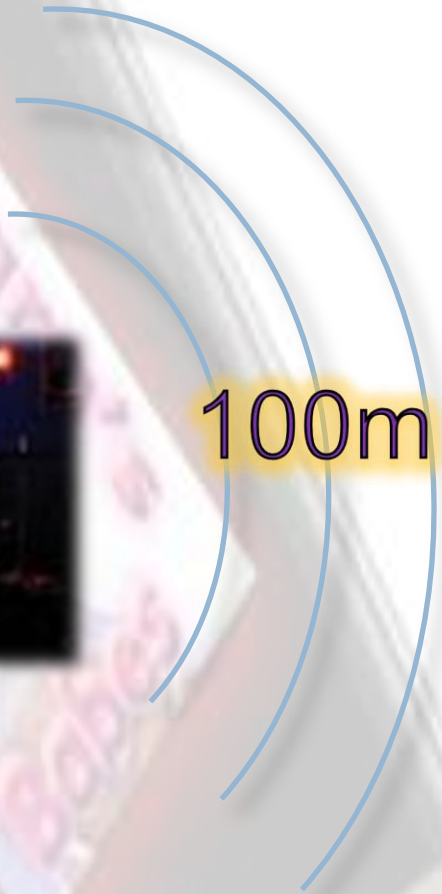


What is Bluetooth marketing?

- Bluetooth marketing is a form of filtered marketing using wireless technology to send files to individual mobile phone handsets.
- The technology prompts any Bluetooth-enabled handset within range to download content FREE of charge.



How it all works for the customer...



Files uploaded remotely to Bluetooth transmitter

Consumer receives message with option to download content



Bluepod transmitter is installed permanently at location or can be mobile



...when the consumer accepts, all downloads are free...



User accepts the option to download content

The Bluepod sends the application

Consumer is free to use content and to virally distribute to other devices via Bluetooth for free

Sarababe Case Study



The application will start automatically WHEN CLICKED ON – excuse the quality of this as this application is designed for the mobile phone.

Sarababe Case Study

- Mediamustard with partnership with a specific gentleman's club chain, developed a mobile application for its customers.
- Objective was to expand its services from a club venue to his/her personal space. They wanted the customers to be entertained at all times and to become loyal to the club.
- Its a one stop shop mobile application which offers, Adult content on all legal genres, 121 live chat, booking an escort, securely ordering adult products etc..

Sarababe Case Study

- The application was distributed Via bluetooth.
- We installed bluepods to all venues. The pods can promote these messages to a radius of 100m
- Customers would receive a bluetooth message and it will prompt them to install the application easily.
- They would take it a way and will enjoy its unique benefits.
- We would monitor all movements of customers, i.e.. what they down loaded, when, how often etc
- Each locations performance are noted

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