



*Presents our Bluetooth Marketing Software*





# How Bluetooth Proximity Marketing Works?

Proximity Marketing is a marketing technique for distribution of electronic mobile content to mobile phones and PDA devices of people walking nearby a specific location, where the Bluetooth Hotspot is placed. The key goal of Bluetooth Marketing is to reach customers mobile phones directly at zero pence per campaign.



**1 Install the Bloo Alert software on a PC or Laptop.**

**2 Bloo Alert Software Searches For Handsets / Mobile Phones**

The Bloo Alert Software scans for Bluetooth-enabled devices located in a range up to 1000m

### 3 Bloo Alert asks for permission

For every detected device, Bloo Alert sends request for permission of sending files. It looks like: Accept message from ( **Your Company Name** )

### 4 Bloo Alert sends content files

Once user grants permission, Bloo Alert sends files and content. sending files to one Customer will not stop detection of new handsets of Customers walking by the Bloo Alert system. Bloo Alert can connect with up to 7 devices / mobile phones at the same time.

## Why Bluetooth Proximity Marketing Works?

### What is possible?

- You can attract customers directly at the point of sale with a direct message: like “ **20% Off Today** , “ **Buy One Get One Free**” and instantly measure results of your campaign.
- You can broadcast content like wallpapers, ringtones, Java games with your advertisements inside.
- You can enhance popularity of your products or services, providing your customers with flyers or brochures they have never had a chance to use before.

### How to prepare content?

- **Images** need to be resized to fit as many screen resolutions as possible.
- **Videos** should be prepared in different resolutions to support as many mobile phones as possible
- **Music** and Sounds: we recommend mp3 as the most supported format

### What to send?

Bluetooth technology does not limit file formats by itself. You can send virtually every kind of files to your customers, ensuring they are readable by handheld devices you address them to.

### Most popular kinds of content

Images (jpg, png): 2D/3D Coupons, Wallpapers, Advertisements

Animations, Screen Savers, Short Videos (3gp): Movie Trailers, Commercials

Music, Ring Tones, Jingles, Sounds (mp3)

Java Applications / Games / Presentations (most powerful features)

## What is the maximum size per file?

There are no technical limits regarding the file size; however you should ensure the Bluetooth communication is fast and easy. We advise not to exceed 50k-100KB for pictures & music and 100kB for Java applications and movies. In every case you should minimize the file size if possible, especially content targeted at older mobile phones.

## How to use Bluetooth Marketing successfully?

- **Be visible.** Ask your customers to turn on Bluetooth in their mobile phones: by using large Turn on Bluetooth banner; tell them what they can get, e.g. free Java games! You will not only increase the percentage of Bluetooth-enabled devices, but also make people aware of your promotion.
- **Don't spam.** Set the limit for the maximum connection retries and don't re-send same files.
- **Be readable.** Make sure the content you broadcast is compatible with all handheld devices.
- **Reward customers.** Give them something worth their interest.

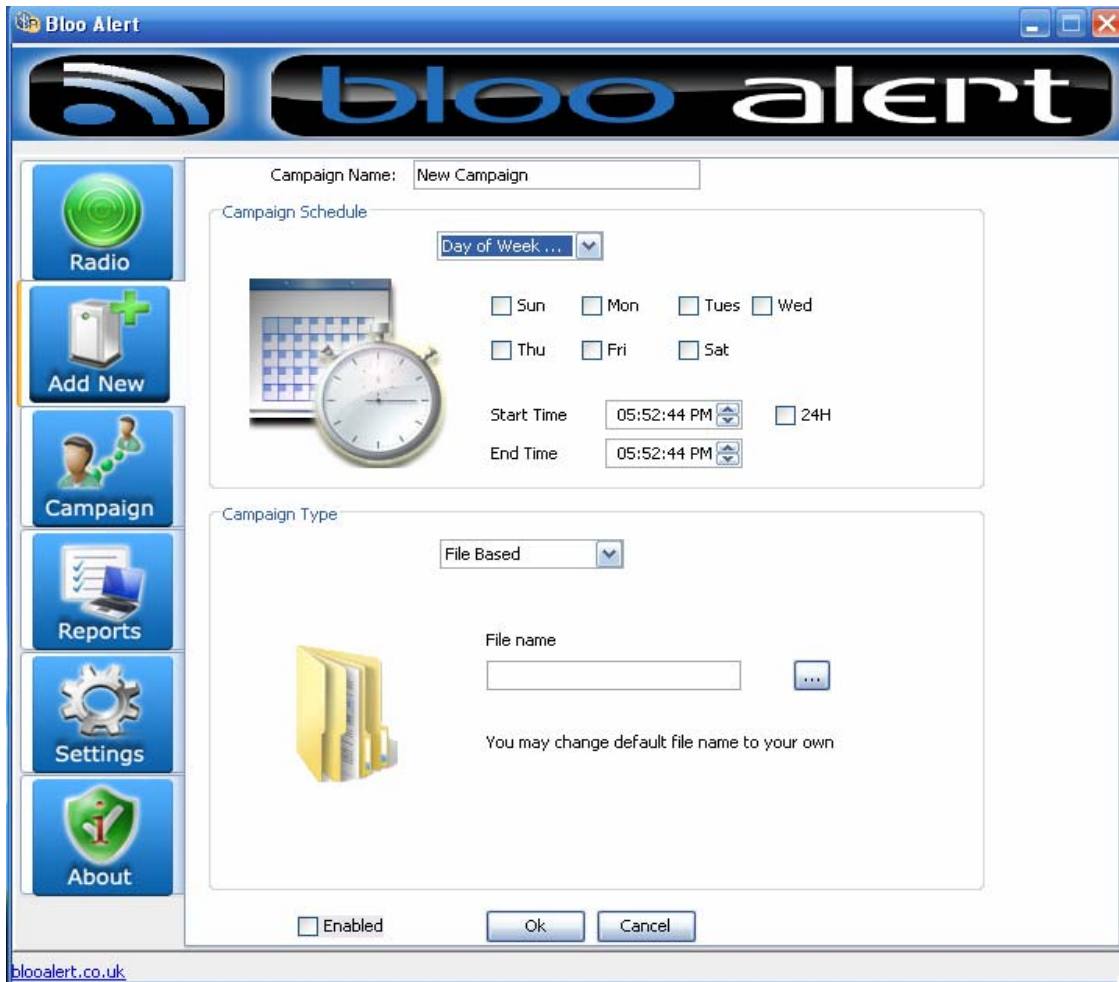
## Bluetooth Marketing is a Cost Effective Way To Bridge The Gap Between Your Brand And The Customer?

<b>Low Cost:</b>	Free for consumers, No sms cost, no roaming fees, Same overhead whether reaching 100 or 100,000 people
<b>Robust Tracking</b>	Ability to track number of users who accept your Campaign
<b>Flexibility &amp; Targeting</b>	Ability to track users who accepted your campaign Transmit any type of media Customize the content delivery per location.
<b>Ubiquity</b>	Mobile phones are constantly with consumer's day... Night. Media remains in device until removed by user.
<b>Non-Intrusive</b>	Consumer has to provide permission to receive content Consumer does not provide telephone number.



The screen shot above is of the main screen with our user friendly interface. You can see at a glance total number of messages sent, received and rejected. The interface also logs the mobile phones and shows how many are in range at any given time. Our Bluetooth Marketing Software Bloo Alert is completely permission based and requires customers to “Opt-In” to receive your messages / campaigns, which currently meets Bluetooth marketing guidelines set out by the Direct Marketing Association UK in January 2009.

Our Bloo Alert software gives you a clear indication of how your campaign is being received by your customers at all times, you can add a further campaign or check the detailed reports by clicking on the Tabs located on the left hand side of the user interface. You don't have to be an IT specialist to use our software. The screen shot below allows you manage and add campaigns. You can also select which day of the week and even the specific time you want your advertising campaign to begin, or you can just send campaigns on a constant basis.



One of the unique functions within the Bloo Alert software which differs from our competitors is the ability to easily create your own flyers, without the expense of a graphic designer or printer. Our built in campaign wizard allows you easily to become your very own graphic designer. You can also create your own offers buy generating a promo code that will be shown on your customer's mobile phone. This may allow your customers at a given time to receive a free or discounted offer from your company and a deadline or time-frame can be set. You can also check how many of the offers were received by your customers.

## **How Our Bloo Alert Packages Can Benefit Your Business?**

- With Bluetooth marketing it's free to send, and free to receive campaigns.
- No on-going costs.
- Built in designer wizard to create your own flyers.
- Unlimited advertising campaigns.
- Send to 7 mobile phones at one time.
- Keep track of your campaign at all times.
- Fast and simple and easy installation.
- Full product support from our experienced team.
- Broadcast to 1000's people at no extra cost.
- No special software required on the mobile phone to view the message.
- Our Software has regular updates as new phones and compatibility is developed.
- Create multiple campaigns.
- Works on Windows, XP, Vista and even the new Mini-laptops.
- Check all the statistics and analysis of any given campaign at any time.
- Ideal For Any Business.

***Order The Bloo Alert System Today And We Will Ship Your Bluetooth System The Next Working Day.***

You can also contact us via our website. If you would like to talk to us regarding any of our products please contact us with your telephone number and one of our sales team will be happy to call you back to discuss your requirements.

## **Contact Us**

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