

Bluevibe Proximity Marketing System

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[bluevibe]

Introduction

- Bluevibe: A Bluetooth Proximity Marketing System.
Proximity Marketing: localised (electronic) wireless distribution of promotional content associated with a particular place.
- Bluevibe: A complete communication tool
 - **Bluetooth & WiFi:** Serve the widest range of devices possible. From basic Bluetooth phones to iPhone, BlackBerry and netbooks
 - **Versatile:** Deliver anything from multimedia files to full blown websites
 - **Content-push** campaigns:
 - broadcast messages to the public automatically via Bluetooth
 - **Interactive:** using a mobile phone application (Bluevibe Mobile)
 - Web Surfing (facebook, livescores, msn, wikipedia)
 - polls, trivia, questionnaires, games



Benefits

- Rich interaction:
 - Multimedia content (video, mp3, images, text, etc.)
 - Full blown websites
 - Access to the same content from everywhere
 - Contact consumer directly, on their most personal device
 - Immersive experience
- Supports Bluetooth and **WiFi** devices
- Central, real-time campaign management
- Real-time Live Statistics – Measurable Results



[bluevibe]

Bluevibe System

- Bluevibe Hotspot
(bluetooth & wifi enabled smart mini-pc)



- Bluevibe Manager
(web-based management tool)



- Bluevibe Mobile
(mobile application for interactive services)

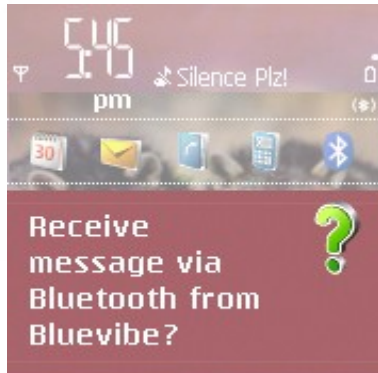


Content Push Example

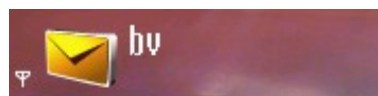
Incoming message from Bluevibe



Bluevibe Hotspot

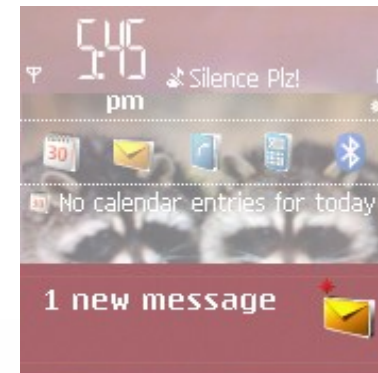


Yes No
User authorisation for content reception



Options Back

Click to open image



Show Exit
Message from Bluevibe received



Options Back

Message stored at Inbox



Bluevibe Hotspot 2.1



- **Fast:** 21 to 42 simultaneous Bluetooth connections
- **WiFi:** Can serve WiFi enabled devices
- **Captive portal** functionality
- **Small:** fits anywhere
- **Easy:** zero configuration
- **Range:** of up to 80 meters
- **Affordable:** 2 years free support & hosting.
- **Compatible** with more than 400 Bluetooth devices
- Two modes of operation
 - Online
 - Standalone



Bluevibe Hotspot 2.1: Online mode



- Real-time campaign management
- Can work as **WiFi** Internet access point
- Ideal for large deployments
- Real-time monitoring & statistics
- Smart bandwidth usage ideal for GPRS/3G networks

Bluevibe Hotspot 2.1: Standalone mode



- No permanent Internet connection required
- Only needs a power supply
- Can serve **locally stored website**
- Portability: Simply load the campaign data & take it with you
- Combined statistics from all your Hotspots (online and standalone)

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- Bluevibe Manager
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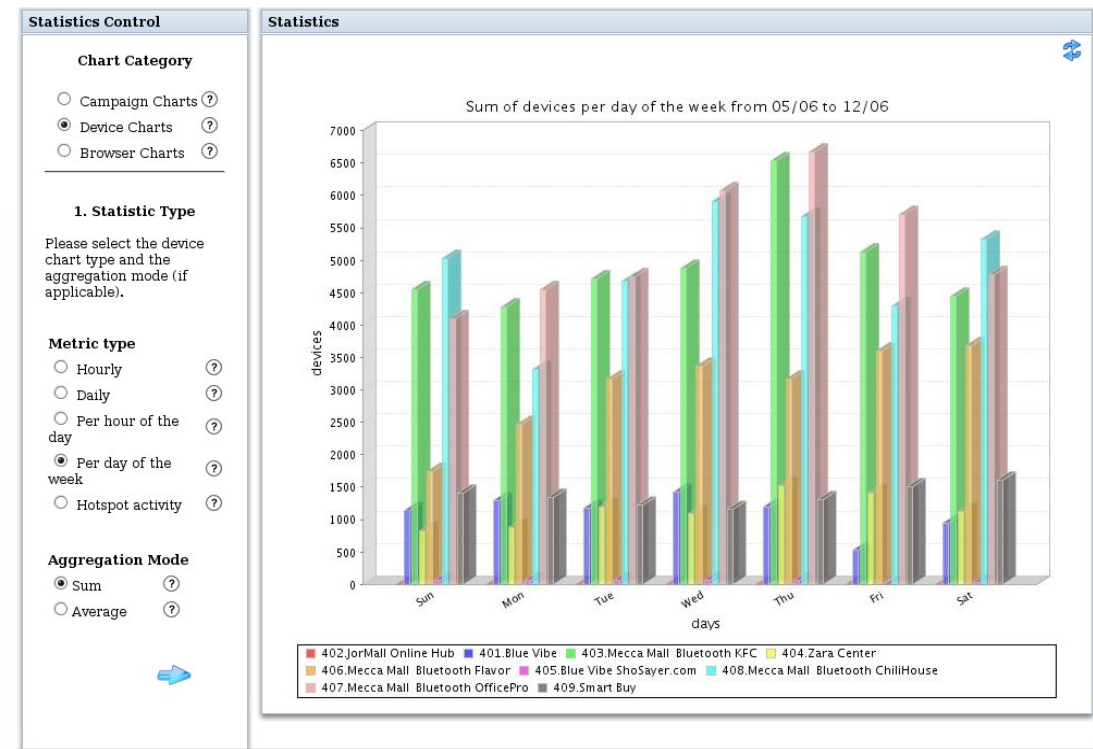


- Bluevibe Mobile
(mobile application for interactive services)



Bluevibe Manager

- Central management and administration
 - Hotspot configuration
 - Push and interactive campaign creation and monitoring
 - Campaign statistics and reports
 - Captive portal configuration
 - Full auditing



Bluevibe Manager (Cont.)

- Content management for multimedia content
- Images, mp3, videos
- Upload Hotspot Local content(multimedia files or website)
- Time schedule and hotspot selection per content
- Show current nearby users of each hotspot

The screenshot displays the Bluevibe Manager web interface. At the top, there is a navigation menu with tabs for Home, Content, Campaigns, Hotspots, Users, and Charts. Below the menu, there is a Help section with a [show] link. The main content area is divided into two panels. The left panel, titled 'Campaigns', features a date range selector (From and To) and a filter button. Below this is a table listing campaigns with columns for Id, Name, Start, End, and Status. The right panel, titled 'Campaign Settings', shows the configuration for a specific campaign (46.demo campaign configuration). It includes a 'Show Campaign Content' checkbox, an 'Available Content' table with columns for id, Name, and Credits, and an 'Added Content' section with a key icon and a red 'x' icon. At the bottom of the interface, there is a 'Create new campaign' button and a form for entering a Campaign Name.

Id	Name	Start	End	Status
46	demo campaign	18/04/07 15:52	18/04/07 16:52	!
45	bttest-6-5	17/04/07 02:16	17/04/07 03:16	N/A
44	bttest-6-4	17/04/07 01:14	17/04/07 02:14	N/A
43	bttest-6-3	17/04/07 01:07	17/04/07 01:14	N/A
42	bttest-6-2	17/04/07 01:01	17/04/07 01:07	N/A
41	bttest-6-1	17/04/07 00:44	17/04/07 01:01	N/A
40	bttest-4-13	16/04/07 21:51	16/04/07 22:51	N/A
39	bttest-5-8	16/04/07 21:36	16/04/07 21:51	N/A
38	bttest-5-7	16/04/07 21:03	16/04/07 21:36	N/A
37	bttest-4-12	16/04/07 20:53	16/04/07 21:02	N/A

id	Name	Credits
122	pirates.3gp	0
121	octaquick.pdf	0
116	headimg9.jpg	0
115	headimg1.jpg	0
114	padeler.vcf	0

Bluevibe Manager (Cont.)

- User profiles for permission marketing campaigns
- Helpful tools
 - Business card creator (vcf)
 - Manual Push
 - Update Bluevibe Mobile Theme
- Built To Order:
 - campaign types
 - mobile applications

The screenshot displays the Bluevibe Manager web interface. At the top, there is a navigation menu with tabs for Home, Content, Campaigns, Hotspots, Users, and Charts. Below the menu is a Help section with a [show] link. The main content area is divided into two panels. The left panel, titled 'Services', contains a table with the following data:

id	Name	Description	Creation	Browsable	Status
2	General Campaign	General Campaign	01/02/07	No	✓
1	Browser Service	Browser Service	01/02/07	Yes	✓

The right panel, titled 'Content', shows the details for the '1. Browser Service'. It includes a sub-header '1. Browser Service' and a note: 'You can view the content for each service by clicking on the name of the service in the service-list on the left'. Below this is a table of content items:

id	Name	Credits	Cashable	Delete
120	pos-legete.mp3	0	Yes	✗
105	xfiles.mid	0	Yes	✗
104	starwars.mid	0	Yes	✗
103	knighttrider.mid	0	Yes	✗
102	bvcafelogo.jpg	0	Yes	✗
101	downloadslogo.png	0	Yes	✗
100	inlogo.png	0	Yes	✗
99	btimage.png	0	Yes	✗
98	btimage2.png	0	Yes	✗
97	bvnews.png	0	Yes	✗

At the bottom of the content list, it says '36 items found, displaying 1 to 10.[First/Prev] 1, 2, 3, 4 [Next/Last]'. The Bluevibe logo is visible in the bottom right corner of the interface.

Bluevibe System

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(bluetooth & wifi enabled smart mini-pc)



- Bluevibe Manager
(web-based management tool)

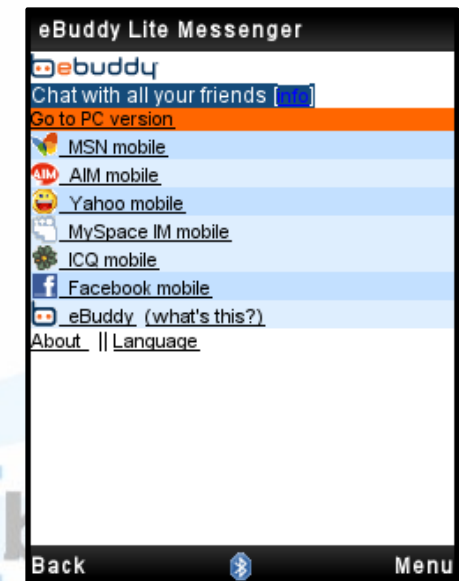


- Bluevibe Mobile
(mobile application for interactive services)



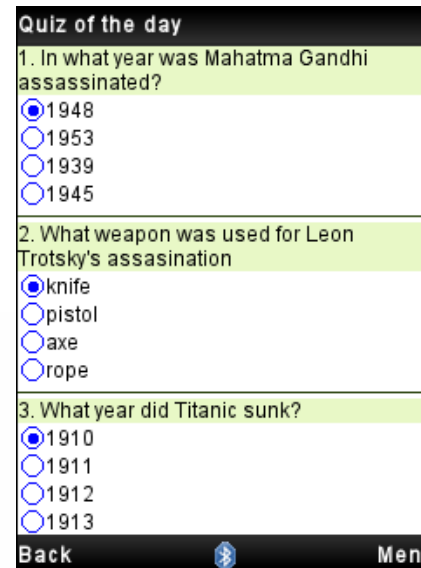
Bluevibe Mobile

- Java mobile application (based on Open Source Fire UI Engine)
- More than 200 devices supported
- The **first and only** mobile browser with Bluetooth Web Access
- Interactive applications
 - poll, trivia, games, downloads



Bluevibe Mobile (xHTML)

- Mobile Web (xHTML) support
 - Stay connected
 - Access to thousands of websites
 - Create your own mobile website
- **Free** Access via Bluetooth



Quiz of the day

1. In what year was Mahatma Gandhi assassinated?


1948
 1953
 1939
 1945

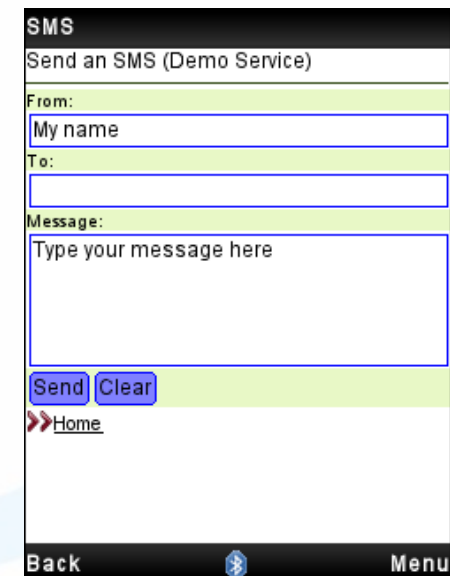
2. What weapon was used for Leon Trotsky's assassination?

knife
 pistol
 axe
 rope

3. What year did Titanic sunk?

1910
 1911
 1912
 1913

Back  Menu



SMS


Send an SMS (Demo Service)

From:

To:

Message:

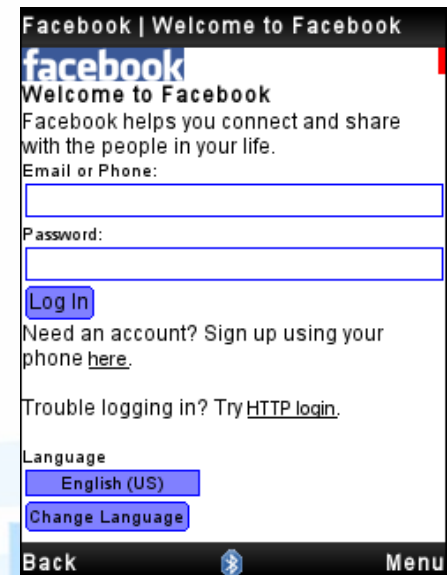
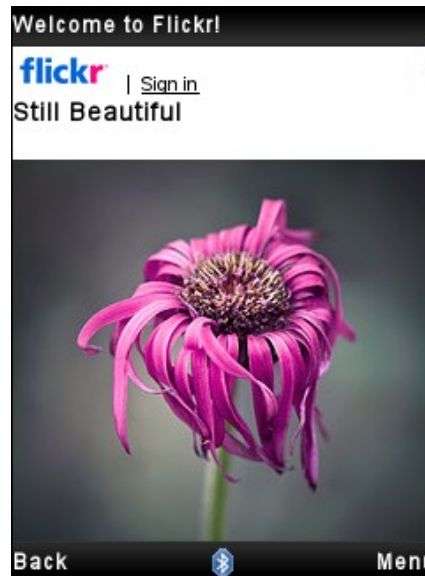
>>>Home

Back  Menu

[bluevibe]

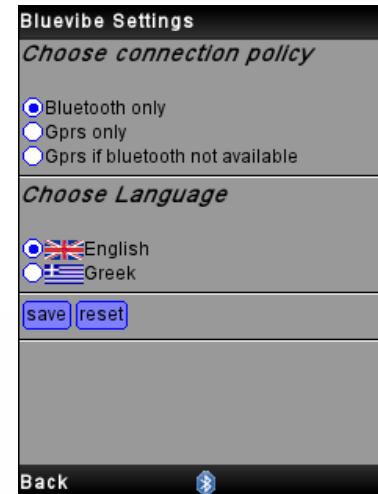
Bluevibe Mobile (WWW)

- Access to popular sites
 - Flickr
 - Facebook
 - Wikipedia
 - Instant Messenger (MSN, Yahoo, GTalk, etc)
- Runs across platforms:
 - Compatible with **majority** of mobile phones
 - not only PAN enabled mobiles



Bluevibe Mobile (Customization)

- Bluetooth Communication
 - alternatively GPRS/3G/WiFi, for remote access
- Add your own services to Bluevibe Browser on-the-fly
 - No need to repackage and redistribute the application
- Fully Theme-able
- Custom-made, branded application development



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 **Linkedin Group**

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