

ALMADA

TECHNOLOGY



ALMADA



**Bluetooth<sup>®</sup>**

**SMS**

Marketing & Advertising

The World's No1 Bluetooth Advertising site  
PROXIMITY MARKETING DEVICES





## INTRODUCTION

The whole system works around the **Bluetooth network**. Almost all mobile phones used today utilise this technology.

Bluetooth is basically a direct line of free wireless communication between you and the user allowing you to send 'packets' of information such as text, images, videos and games.

We at ALMADA Technology provide you with all the essential tools you will need to identify, send, receive and manage communications between you and the intended users.

The Bluetooth unit initiates a scan of the area for Bluetooth devices, ultimately linking you to anyone holding a mobile phone within a 500 meter radius.



Once the lines of communication are identified, and opened, you are free to send any content you like! Simple text message, fun animations, audio clips, discount vouchers, interactive games, the possibilities are endless.

## ADVANTAGES

Using **Bluetooth** to capture the attention of your audience is a powerful tool. We can give you the ability to do so, enjoy the benefits of:

- ✓ **COST EFFECIENCY:** Sending content over the Bluetooth network is FREE! The cost to send 1 message or 1000 message is exactly the same (FREE), where printing 1000 brochures and distribute it will cost BD 80 (\$200), Buying space

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## ALMADA

Ads in the newspapers will cost you minimum BD 300 per publication, placing your Ads on the post will cost you BD 1800 per month. \

- ✓ **POWERFULL SOFTWARE:** Our software is easy to use and allows you to manage entire process. Our software also generates vital statistics and reports to maximize the effectiveness of your campaign.
- ✓ **PORTABILITY:** Our systems are compatible with 3G. All is needed is a power source.
- ✓ **FLEXIBILITY:** The Bluetooth network is able to handle a variety of file formats allowing you to send rich content such as video, audio files and animated pictures.
- ✓ **ASSISTANCE:** We work tirelessly to provide you with all the information and assistance you require to ensure your campaign is efficient, effective, powerful and delivered.

## WHO SHULD USE OUR SERVICES

### *Restaurants & Cafes*

Entice potential diners as they pass your premises by sending a message offering a discount if they display the message on entering your restaurant - Special promotions - Daily menus - Ordering or booking

### *Cinemas & Theatres*

Advertise new programme of events - Special promotions - Ticket availability, booking advice - Competitions - Download movie trailers

### *Office & Company*

Access to data within an important meeting - Reminders for groups or single persons - Dates and planner

### *Travel Agencies*

Travel tips/information/traffic bulletins - Last minute deals and offers - Competitions and prizes

### *Schools, Colleges, Universities & Student Unions*

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Schedules/special lectures - Information about new events/changes to venue, time or date - Information on new courses/classes - Advertise gigs/special offers/discounts - Safety information, news or surveys

### ***Retail Outlets & Shopping Malls***

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Send the passing shoppers a message offering 10% off if they come into your shop and show you the message - Send information about special deals or plan of store/mall - Event calendar - Market research - Special offers/vouchers

### ***Banks***

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Access information about services and products - Stock exchange information

### ***Exhibitions & Events***

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List of exhibitors and floor plan - Special offers, discounts, free gifts, free glass of bubbly to entice visitors to your stand - Download product information - Reservations - Call back service

### ***Small Business***

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Show information or news - Download product data (pictures, prices and descriptions) - Send vouchers to interested people walking by and turn them into new customers

### ***Public Places***

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Information about traffic jams, bus schedules or local weather - Entertainment services during waiting periods - Order taxis - Information about local places of interest and events - Listings of local services

### ***Airports & Train Stations***

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Travel information - Timetable changes - Weather information

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## Bluetooth Marketing & Advertising



ALMADA Bluetooth Marketing solutions allow you to send text and multimedia messages to your customers' mobile phones with no per message costs to you; Free to you and free to your customers.

Just put a ALMADA Media-Box in a shop window, a bus stop, at a point of sale and customers who are nearby will be sent your message which they can choose to accept.

### Messages that can be sent can be:

- Text - Show times for a cinema, with a paragraph about each movie
- Images - Special Offers, Brand images
- Animation - A slideshow that shows more info than a simple image
- Video - Video clips of a band or movie
- Audio - Audio tours of a town or museum

### Features of the ALMADA Bluetooth Marketing system include:

- Ethernet with optional 3G modem or wifi
- Up to 8 bluetooth transmitters
- 7 phone connections per transmitter
- Many files can be sent with one connection. Handy for sending an image, a ringtone and a text file all at once
- Variable transmission distance, from 1 meter to 500+ meters
- The units report to the web on a schedule to report and to get new content
- Power over Ethernet for awkward sites (50 meters plus away from power)
- Various watchdog features including automatic reboots, etc. to ensure the unit keeps running
- 100 \*150 \*30 mm dimensions (just over an inch thick, including power supply)
- Each device has an ftp server and a web server built in for configuration changes, and file uploads
- Built in Instant messaging client so you can administer the unit remotely behind firewalls etc.
- Car friendly so that it can run in taxis and buses
- Environmentally friendly compared with paper flyers

[www.almada.biz](http://www.almada.biz)

Bluetooth Marketing is a new way of attracting and retaining customers



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