

Bluetooth Node - product sheet

Introduction

aql, provider of award winning, innovative products has produced a range of hardware solutions to compliment its conventional messaging delivery mechanisms.

Interactive

The system is interactive, allowing users to text back to opt to receive more content, which is deployed to them via bluetooth with no cost to receive.

Bluetooth delivery node

In situations where proximity based marketing is required, SMS is not always a useable solution. To solve this requirement, aql have developed an interactive bluetooth marketing system.

This system comprises of a small device, which is installed at the premises where bluetooth messaging is required, eg:

- exhibitions
- showroom areas
- sports events
- shops and sports clubs
- airport lounges

Each device requires simply plugging into a standard 3 pin socket. Once the device is installed, it can be administered simply by logging onto the aql.com site.

Case Studies

1) A device is installed unobtrusively in a hotel lobby and sends a voucher code for the hotel restaurant to guests as they leave during early evening. Later on, vouchers for the hotel bar can be sent.

2) Device is installed in a record shop, sending short video clips to handsets within the vicinity, promoting a new album.

3) Device is installed into the foyer of a health club, advertising vouchers and promotions for their on-site spa facility.

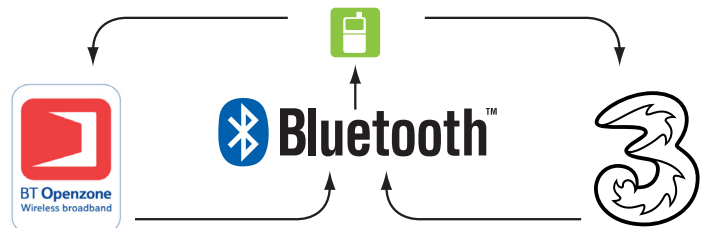
4) Device is installed at a music event. Guests are sent a timetable of the event upon arrival, and can text back for extra information or to participate in future events.

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Functional Specification

- Two models - internal and external. Both devices requiring only mains power or power over ethernet (optional).
- Devices require access to the internet - this can be either via the internal 3g modem or via ethernet or wifi.
- Device will auto-deploy within any BT openzone hotspot - ideal for hotels, coffee houses, airports.



Usage / Accessing

- log onto aqi.com
- choose which node to upload content to
- upload content (music, videos, text, questionnaires)

Content is then attempted to be sent from the device to any bluetooth-enabled handset within range (typically 5m to 100m as required)

The screenshot shows the 'Bluetooth Message Push' management page. It includes a navigation menu, a 'Manage Node' section for 'Demonstration Bluetooth Node', and an 'Active Nodes' table. The table lists three active nodes, all configured to send 'aqi product information'.

Node Name	Current Message	Manage Node
Demonstration Bluetooth Node	aqi product information	Manage Node
Demonstration Bluetooth Node 2	aqi product information	Manage Node
Demonstration Bluetooth Node 3	aqi product information	Manage Node

This screenshot shows the configuration details for a Bluetooth node. It includes a 'Current Message' section with the following details:

- Message Text:** aqi product information
- Message Filename:** aqi_text_or_call.pdf [view]
- Date Uploaded:** 15/01/2009 07:01

Below this is a 'Replace Message' section with input fields for 'Message Text', 'Message Filename', and a 'File' upload button. There is also an 'Update All Nodes?' checkbox and an 'Upload New Message' button at the bottom.