



## **Bluetooth Marketing Module for Multi Touch Screen (XML)**

### **Business Requirement**

The client was looking for an end-to-end Bluetooth Marketing module (software) to be integrated with a Multi Touch Screen application to send Mobile Content over Bluetooth. The client wanted an easy to integrate module which would also work as stand-alone Bluetooth Marketing application, if required.

### **Solution**

BIPL provided the client with a turnkey Bluetooth Marketing application which could interact with other applications/platforms using an industry specific XML format. The application was suitable to be run as a stand-alone or could be integrated as an add-on module with pre-existing marketing applications like touch screen interface etc. The end product achieved was as follows:

- Any visitor who would walk in to the shopping center would be able to interact with a touch screen. The touch screen would have various mobile content file formats like ringtones, movie clips, mobile wallpapers, mobile games etc represented by their respective icons so that the end-user could identify the file type.
- In case the visitor would like to download a particular content, he would touch that floating file on the touch screen surface. He would be asked for confirmation and would be requested to switch on Bluetooth on his/her mobile phone.
- Once his mobile phone is discovered, the content would be sent to his mobile phone via Bluetooth.

### **Value Proposition**

We provided the client with an easy-to-use web based reporting module as a value addition to the original client requirement. The client could be tracking the statistics on the device sitting from his office or any other remote location.