

bluegiga

Bluegiga Case Study mobileFX Bluetooth JukeBox



mobileFX™

Bluetooth JukeBox

Proximity Marketing Music Kiosk



- Based on mobileFX™ ODP Server Technology & Bluegiga SPPoIP
- Proximity Marketing Solution for Cafeterias, Restaurants, Clubs, etc.
- Implements Juke-Box functionality over Bluetooth with Mobile Phones in role of Music Selectors
- Automatically creates an ODP Menu of MP3 files and transmits it to Customers over Bluetooth®
- Additional Mobile Content can be downloaded over Bluetooth® or GPRS/3G
- Extra Viral Features: Invitation for Coffee / Beer / Drink / Dinner / Lunch
- Extra Marketing Features: Pub Quiz, Music Trivia, Bluetooth® Chat
- BlueJukeBox ODP can be extended to include Mobile Commerce features with mobileFX™ Studio IDE