



Bluegiga Case Study mobileFX BlueSign



mobileFX™ BlueSign

Proximity Marketing & Digital Signage Network Platform

The future of out-of-home Advertising is clearly Digital Signage and Proximity Marketing as both technologies complement each other into a powerful Marketing tool that can reach consumers in ways that were never possible before. What mobileFX™ is offering is a Network Platform that compiles HDTV, Touch Screens and Multitouch Surfaces, POS, Barcode Scanners, GSM Modems, GPS Receivers, Printers, Joysticks and LightGuns, Bluetooth® Hotspots, WiFi Hotspots, Web Services, Customer Loyalty and Rewarding Services, Coupons and Tickets, Internet Applications and Mobile Applications, that you can easily hot-plug all together into deploying successful Marketing Campaigns.

Our Distributed Network System Architecture, based on commercial and marketing needs and implemented on industrial-class hardware systems, is optimized to operate both over high-bandwidth and low-bandwidth Networks (LAN/WAN/ADSL/WiFi/GPRS/3G/Bluetooth®). It is an interoperable, easy to deploy and cost effective solution, ideal for Malls, Shopping Centers, Airports, Cinemas, Retail Chains, Stadiums, Public Transportation, Hotels, Bus Stops, Clubs, Restaurants, Hospitals, etc. The managing and administration consoles provided are Marketing-ready, offering real-time Statistics, Airtime and Bluetime analysis and can interconnect with most CRM systems.



Digital Signage Supported Plugins



Touch Screen



POS



USB / RS232



Barcode Reader



GSM / GPS



Printer



Light Gun



Joystick