



Bluegiga Case Study mobileFX MovieGate

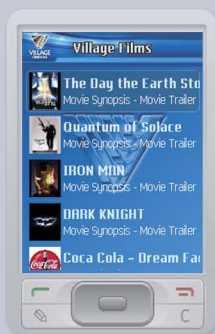
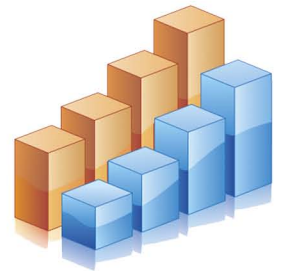
In association with **bluepod**™
MEDIA



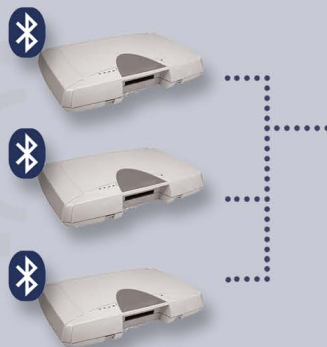
mobileFX™ MovieGate

Proximity Marketing Platform for Cinemas and DVD Clubs

- Template-based On Device Portal extensibility Plugin for mobileFX™ Studio IDE
- Extremely User-Friendly Proximity Marketing Designer for Cinemas, DVD Clubs, etc.
- Automatically creates an ODP Menu for viewing Movie Synopsis and downloading Mobile Content
- Mobile Content download over Bluetooth® or GPRS/3G
- Extra Viral Features: Invitation for Movie Night Out, Tell a Friend
- Extra Marketing Features: Movie Trivia ODP
- Mobile Commerce features such as Mobile Ticketing
- Supports all Mobile Content Types: Java, MP3, 3GP, JPG, GIF, PNG, VCard, etc.
- Automatic Video conversion to 3GP
- Batch upload (JAR+Content) to Bluegiga Proximity Marketing Network over LAN / GPRS/3G or FTP Upload
- Content expiration and automatic dynamic application updates over GPRS and / or Bluetooth®
- RSS Feeds with latest news and offers



On Device Portal



Bluetooth Hotspots



mobileFX™ MovieGate Server

