

Deployment of BGoIP / SPPoIP Network

This schematic demonstrates the deployment of highly distributed and interactive Mobile VAS Network based on Bluetooth Proximity Marketing nodes. The schematic also allows the deployment of Interactive Digital Signage stations.

The solution incorporates Inovel BlueTube antivandalistic beacon hardware for heavy-duty outdoor installations.

The solution relies on BlueGiga SPPoIP technology for real-time VAS over Bluetooth for J2ME / JSR82 enabled mobile devices and BlueGiga Captive Portal (with additional CF/USB WiFi AP Hardware) for serving WiFi enabled smartphones (e.g. iPhone, BlackBerry, Android, etc).

The solution is ideal for deploying the following services:

- Proximity Marketing PUSH Campaigns
- Proximity Marketing PULL Campaigns
- Interactive City Services
- Interactive Tourist Guide Services
- Interactive Location Based Services
- AMBER ALERT Services
- Crisis Management Services
- Mobile Marketing Services
- Mobile Advertising Services
- Mobile Internet Provision
- Bluetooth Internet Provision
- Museum Guides
- Mobile Ticketing
- Real-Time Flight Information Services
- Transportation Information Services
- Parking Services
- RSS News Feeds
- Social Networking Services
- Health Care Services

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