



# BlueFire MS SE

Mobile marketing solution for Digital Signage

BlueFire MS Standard Edition Bluetooth mobile marketing system delivers mobile contents such as ring-tones, wallpaper, movie trailers, coupons, schedules and other promotional contents to Bluetooth enabled mobile devices.

Now viewers can receive mobile content relative to messages on LCD or plasma screen.

Bundled API makes it easy for 3rd party DS software solution provider to integrate BlueFire MS.

## Integrated APIs include:

Web API

Java API

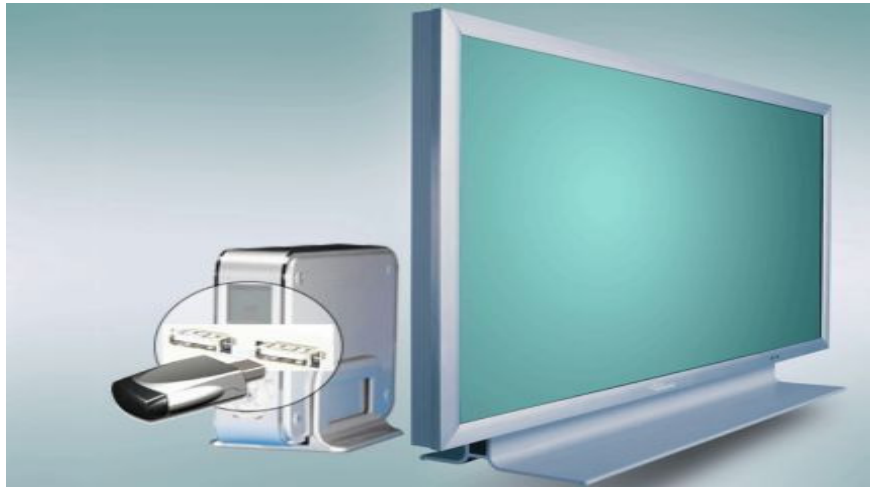
## Features:

Track activity

Incremental Serial Engine

Ability to exclude devices

Detailed Reports



BlueFire MS Standard Edition delivers content directly to customers' Bluetooth enabled mobile phone. With BlueFire MS SE promotional contents, such as coupons, ring-tones, video trailers and other promotional items, are delivered for free, bypassing the mobile operators. BlueFire MS SE provides digital signage network operators an invaluable opportunity to reach customers.



## Supported Media Files:

Images

3gp (Video format)

Ring-tones

Java Apps

Games

## Hardware Features

USB Bluetooth hardware plugs into USB port on the media player PC behind LCD or Plasma screen

60-100 feet radius range

Microsoft XP with service pack 2 required

Java 1.5 or later

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## Formal system for tracking

Provide advertisers data for various metrics such as ROI, relative content preferences, total downloads along with device activity to track consumer behaviors for specific messages.

## Extend into mobile advertisement

Consumer can download promotional content to their mobile phones. Contents can be saved for later viewings or taken it to the retailers for discount. Ability to extend offerings to the hands of the customer can be very beneficial for DS networks.

## Ease of use

Customer can receive/download content via 2-3 clicks on their mobile phone. This is easier than dialing phone number, entering special code and then wait for response. BlueFire MS SE delivers on-demand content for people on-the-go. And it's FREE for the consumer.

## Create loyal viewer base

By regularly offering promotional items such as mobile ring-tones, games, wallpapers, music and short clips, customers will be drawn to your digital signage; hence looking at advertisements.

## Incremental Serial Engine (ISE)

Incremental Serial Engine or ISE can generate serial numbers and tag it to the content before they are delivered to mobile phones. ISE generates unique serial number for each delivered content for tracking and sweepstakes.

