



BlueBlitz puts any info on your mobile phone, for free!

The startup company BlueBlitz, which is concentrating its effort on the developing of mobile communication solutions, has improved its MobileMediaTerminal. The sophisticated software is waiting up with several new features. Any person or customer within range of the BlueBlitz terminal can down- and upload games, logos, ring tones, software, pictures, movies, news or any type of information for free! The time of paying for information by MMS, SMS or similar technologies has finally come to an end. Reach out to millions of potential customers for free. Sell and market your services or your products 24hours a day.

Mobile services in the future

The requests for mobile services and applications is growing rapidly. Still, the communication behaviour of most people has changed: more and more mobile users are realizing that many mobile marketing services and competitions with prizes are often using expensive "Premium-Numbers". Many potential customers hence stay away from anything they think could cause any extra costs on the phone bill. An effective mobile marketing campaign should actually bring people to a business or store and not push them away from it. And an effective campaign should not drain the companies budget without doing any good.

Communication services

Thanks to the new revolutionary software from BlueBlitz you can now offer several practical communication services, which are not only very useful but it's also free to send the data to the customer and vice versa. It's even possible to surf the net with BlueBlitz and a mobile phone for free. The biggest part of the BlueBlitz systems is based on the Bluetooth-technology. Over 500 million mobile phones already are Bluetooth-equipped. Dozens of millions laptop PCs, cameras and PDAs are also able to communicate with Bluetooth.

How the BlueBlitz system works

The main principle is simple: a message or file is sent with a mobile phone to the BlueBlitz system. Immediately afterwards, BlueBlitz is processing the request. The system is organized around keywords. This way BlueBlitz can forward messages, voicemails, movies per email or enable the user to download games, MP3s and similar files for free use. Or you can name a keyword that unlocks the "Free-Surfing-Mode". The BlueBlitz system works very similar to the known SMS-request services, but it's free!

Offer Location Based Services

The next big thing - Location based services: the beamer function of the BlueBlitz system can automatically send special offers, city maps, prize games or coupons to anyone walking by a BlueBlitz station (up to 100 meters/328ft away) and BlueBlitz does that 24/7 every hour of every day for free. Anyone who is interested can access the best location based services: restaurant, gas stations, ATM machines, special offers of stores near by, last minute travel offers, maps and important traffic info. Any of these services can be quickly set up and are completely free for the user. The customer can make reservations, ask for a callback, request prepared messages (also through shop windows and walls), she/he doesn't even have to leave the car.

SMS, MMS and WAP - Wireless Internet

If the customer has left the action area of the BlueBlitz station, they can still be reached with the traditional methods (SMS, MMS or wireless internet) which are also included in the MobileMediaTerminal. The customer is always reachable.

Customer interaction

BlueBlitz turns the mobile phone into the main communication device. The mobile phone create the possibility of spontaneous interaction and it can also be used as a kind of remote control: voting, market research, signing up for a prize game or a download of an advertising or movie trailer. The already existing functions of the MobileMediaTerminal such as the 2way messaging, forwarding services and the beamer-function are constantly being improved with new features.

Plan and organize mobile marketing campaigns

Mobile marketing with BlueBlitz stands for easy planning and organizing campaigns, simple integration of cooperation partner software, direct profile-dependent target groups, sophisticated programming and immediate customer response, easy analyzing and measuring of your success.

Professional and Lite version

While the professional version of the BlueBlitz software is for companies and marketing agencies, there is a version for the private user: surf the net for free while sitting by the pool, forward any program or multimedia file, start a mobile exchange place for MP3s or games or create a mobile community for singles (with picture and profile exchange) without any impact on your phone bill!

What you need to start

To start the MobileMediaTerminal basic services you only need a basic PC with a Bluetooth dongle. The most important settings are already made. More fine-tuning is possible with the help of a simple web-interface.

Installation

Installation, setting up networks between different branches or stores (for example for chatting or instant messaging), covering bigger areas or remote controlling of the BlueBlitz software or the contents are also possible without a problem. BlueBlitz delivers ready-to-go systems to rent or to buy. Interfaces to external programs are in place to help with integrations into already running systems.

About BlueBlitz

BlueBlitz creates innovative technological solutions for mobile marketing and mobile entertainment for people on the road, on the job or at home. Our MobileMediaTerminal builds the basic platform for the running and distributing of mobile applications over Bluetooth, Infrared (IRDA), WLAN, SMS, MMS, JAVA and the wireless web (WAP).

Contact:

Mr. Karl Wendy
Karl.Wendy@BlueBlitz.com

BlueBlitz
Am Kaltenborn 43
61462 Koenigstein
Germany
Tel: +49 - 6174 - 2032 920
Fax: +49 - 6174 - 2032 930

www.BlueBlitz.com