

## SmarterMarketing: this is the way to address your target group

With SmarterMarketing: the right messages at the right time at the right place to the right target group as the final pulse for a buying decision.

Mobile marketing is per definition marketing activities using wireless telecommunications and mobile devices (like smart phones and tablet PCs, laptops, etc.) to achieve the goal to influence consumers as directly as possible.

Mobile marketing is defined as any kind of communicative business activities in which the provider offers services based on mobile devices such as digital content (games, songs, videos, etc.), information (news, alerts, product

information) and / or transactions, such as shopping, video streaming, payment etc. and thus attracts attention and ideally into sales lead of potential consumers.

Here radio technologies (e.g. UMTS, WLAN) in conjunction with mobile devices are used. **Goal of mobile marketing is to build a sustainable customer relationship and thereby get the permission of the customer to make customized offers that makes life easier for him in mobility.** Directly and indirectly, the buying decisions of the receiver are influenced.

### 1. Diverse, rich and sustained

**Multi-Channel:** the two communications channels Bluetooth and WiFi complement each other perfectly and offer you a wide range of options for your mobile marketing campaign.

**Brand Experience:** a positive, emotional experience associated with your brand confirms the preference of your clients for your brand and attracts the interest of your entire target group.

**Rich Content:** relevant and high quality services instead of simple advertisement - that is well

received by your target audience and increases the acceptance of your brand.

**Green Marketing:** the BOScube products works on the permission marketing principle: no mass printings and sent mails, no posters, no carelessly thrown away printouts, your content will be sent digitally only at the request of the customer. It helps you to act better not only economically but also ecologically.

### Usage Scenarios

#### **Point of Sale (PoS)**

Reach your clients directly and at the place where they are. This brings them closer to your product and will help them in easily making their choice to purchase. Ultimately it will enhance

your mobile marketing campaign as your customers will be impressed by the innovative approach and it serves you as a valued addition.

## Exhibitions and events

Everyone wants to have people at his booth. BOScube is like a trump card in your hand: You are able to contact your target audience right away where they are. They are reached on their mobile phones i.e. personally and through an innovative medium. This arouses the curiosity of the customer to know about the sender of message.



## Ambient Media

Your Target is to reach your customers without problems. BOScube's goal is to make your dreams come true without any problems. You just need to choose the medium through which you want to reach your clients from our series and let us know the place where you want to capture them - cafes, bars and clubs. BOScube is always there to make your campaign successful.



## 2. Technology

### Broadcasting<sup>3</sup>



The BOScube spreads your message via Bluetooth, WiFi and monitor. A person in a

radius from 1 - 100 m can hardly avoid your message, whether he has a mobile phone or not.

### Wireless, free of charge, limitless

#### Short process with Bluetooth Marketing

Supported by over 90 % of mobile phones opens up new possibilities for Bluetooth marketing: before downloading it asks for permission from the consumer. If the customer chooses, then he

can download the file free of charge, creating a viral effect. Automobile manufacturers, events, store-in-store solutions and even posters can no longer afford to do without viral marketing

The BOScube ensures speedy and efficient communication. Within the radius of 1-100 m the Cube searches all active Bluetooth devices and automatically requests to send content to the mobile phone. As soon as the customer confirms, the content will be sent immediately.

#### Low Threshold Range

1. Bluetooth activation: BOScube search for Bluetooth-enabled mobile phones and ask permission to download
2. Approving data transmission: the data is sent when the mobile user prefers
3. Using and forward: the received data can be used

#### WiFi marketing encourages two-way communication

Provide with WiFi marketing a free of charge access to the mobile Internet, you can link to Microsites and obtain feedback in the form of reviews, blog entries and competitions. Some mobile users, such as iPhone and Blackberry users, it is possible to develop custom-made features. Large files such as movies etc. can be stored on the BOScube to make them easily available and free of charge.

Over 60 % of all mobile phones have a wireless interface through which a user can download Microsites, video trailers and other downloads free of charge and can send you feedback through blog-entries, raffle response or m-commerce.

#### Easy to operate

1. Connect the WiFi: enable the WiFi interface of mobile phones, tablets or laptops
2. Select hotspot: select open hotspot, e.g. BoScube hotspot
3. Surf or download free of charge: benefit from the opportunities of the mobile internet

#### Cube for all Senses

With the help of an Integrated LCD-Monitor you can gain the attention in form of digital signage of people who do not have their mobile phones with them or do not have the facility either to use Bluetooth or WiFi. You can make use of the screen for your product and target audience using photos, videos or presentations and the Cube will be there to materialize your vision.

The combination of your Bluetooth and WiFi campaigns with the capabilities of the monitor expands the horizon - A perfect addition to your mobile marketing campaign.

**For the Eyes:** with help of videos and trailers on the monitor, you can maintain an early contact with your customers.

**For the Ears:** the in-built loudspeaker in BOScube makes direct contact with your customers.

**For the Head:** the monitor also provides information, news and stock reports.

**For You:** you can navigate the program of the monitor via flash drive or the BOSnet management system

## QRThinking with QR-Code Marketing

Do you have ever enhanced your campaign with a cross marketing tool? At the end the QR-Code is black and white but it can open for your audience a colored world of your marketing targets.

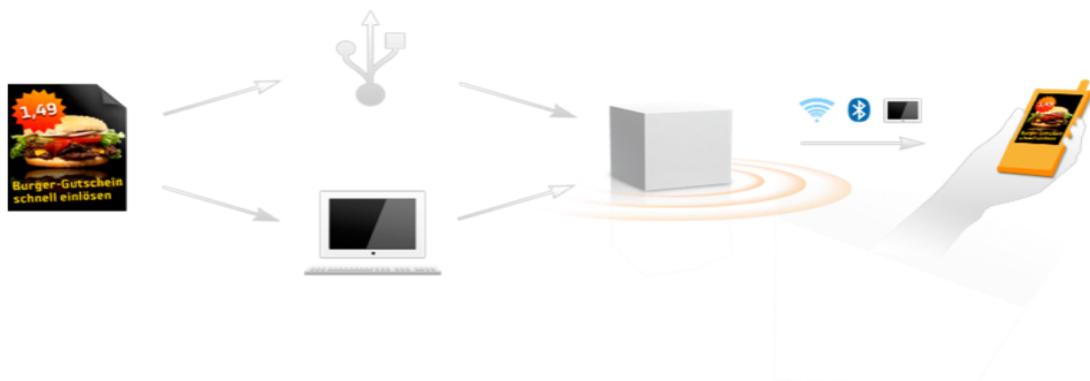


1. Scan the QR-Code: download the QR-Code reader (e.g. QR Droid) via the App-

2. Store. Then start the QR-Code reader and photo the QR-Code
3. Decode: the QR-Code software will decode the content automatically
3. Content: click the link on the microsite and surf free of charge or download content.

## Stand alone: a digital omnivore

The BOScube records all the content that are in a common digital format and can provide it for retrieval as and when required.



### Different Formats

The BOScube accepts photos in JPEG or GIF format, coupons as text files, business cards or flyers as VCF and also MP4 as videos and MP3 as audio files.

### Simple Feeding

The content can be saved in BOScube via flash drive or the network.

## Networks: Everything goes with your permission

Wherever your customers see your brand they should hold a good impression. It requires coordinated communication activities. With BOScube it will be a child's game - either as

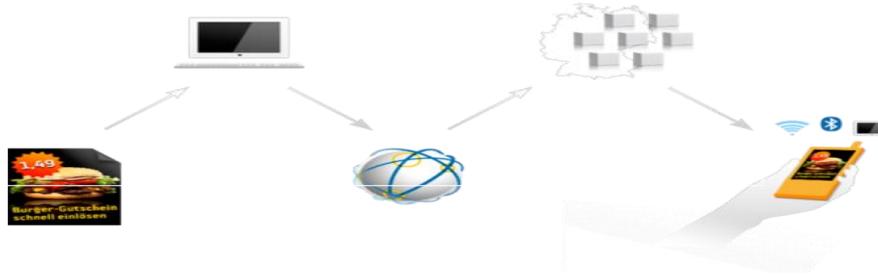
### Precise Delivery

The BOScube sends the stored data according to your programming.

### Reception of Approval

Your target audience will be informed about the offer. When the customer agrees to it, he or will be able to receive the data.

standalone solution or as an internal network. You can control your BOScube from a central point and can display your brand at various locations without any worries.



### Compatible for Your Content

the System accepts photos (JPG, GIF), text files, vCards (VCF) and also video and audio data (MP4, MP3).

### Central Installation

through BOS-Base-Management-System you can feed your content.

### Quick Distribution

through UMTS or LAN the network distributes your content to all the selected locations.

### Remote Controlled Maintenance

although all the BOScubes are connected with each other through the network, it can be individually controlled, creating the ideal pre-requisites for maintenance and reporting.

### Supply on all Channels

the final step is the connection to your target group via Bluetooth, WLAN or monitor

## 3. The Products

### With screen – or without

The premium version of BOScube is with a built-in screen. Almost all the customers prefer to have the BOScube with LCD-monitor. But it can function with or without screen. If your mobile marketing campaign does not require any visual support, the standard version of BOScube works perfectly, i.e. with Bluetooth and WiFi interface.

- You can offer your contents via Bluetooth interface for downloading.
- Make your customers comfortable with the help of the WLAN interface by providing them access to set Microsites free of charge.
- Make use of the LCD-monitor to draw the attention of your customers with moving pictures at the Point of Sale.

### Features: who needs something extra?

Instead of customizing your BOScube, we give you all of the extras **free of charge**.



Also known as the Head of your Mobile Marketing Campaign: central control of many BOScubes at different locations via LAN/WiFi or UMTS.

Set and adapt the broadcasting and frequency with the help of BOSnet Management System.



Contentoptimiser



Einstellbarer  
Senderradius



Erfolgskontrolle



Erlaubnisbasiert



Kostenlos



Hohe Datenrate



Handysuserlimit



Hohe  
Downloadkapazität



Standalone-Lösung



Multichannel

Show the best presentation of your content according to the respective smart phone screens and their resolution.

The channel radius for Bluetooth and WiFi can be individually set

Using integrated statistical tools you can measure the success of your campaign.

On the one hand, the approval of the client draws his or her attention towards the product and on the other hand it gives a higher acceptance to your offer.

For mobile phone users are not required to pay any connection or data costs.

Quick data transfer by optimizing the Bluetooth version 2.1 + EDR.

56 mobile phone users can download your contents simultaneously via Bluetooth.

250 mobile phone users can download your contents simultaneously by WiFi.

If you want to appear at a particular location, you can play your content with the help of a flash drive or you can use the individual BOScube.

The additional option of using LCD-Monitor with Bluetooth and WiFi offers you a wide and complementary spectrum for your mobile marketing.

## 4. Services

From innovative tool to effective application: the new and innovative medium opens various challenges and opportunities in mobile marketing. To make the optimum utilization of your campaign, it is advisable to tune to the

BOScube-system. To make it quick and easy we are there to help and support you.

## Realization: in 5 steps to the goal

### Step 1: Idea

We support you regardless of whether you are using BOScube as a core of every campaign or you want to install it only for your currently running campaign. We provide support in all concept questions: Where? How? When? How often?

### Step 2: Consulting and design

We discuss with you the content, opportunities and channels, whether it should be a Bluetooth marketing and/or WiFi marketing campaign.

### Step 3: Preparation and supply of content

If You wish, you can provide us the complete content or we can create them for you. The content is played on transmitter, fit to different

mobile displays and the transmitter is centrally controlled by BOSnet.

### Step 4: Start and control of the campaign

We take adequate care that BOScube is compatible to your needs and draw attention to your promotion articles. In real time we control the campaign via UMTS or LAN. And but of course, we take care of the delivery of your content too.

### Step 5: Reporting

The reporting system provides statistical information for localized mobile phones, sends content, the number of downloads and the traffic on the Microsites at that particular time. After the completion of the campaign we can provide you the detailed evaluation.

## Content Creation and Content-Distribution

What works: through the Bluetooth and WiFi interface connections with the BOScube you can send almost everything to your customers -

depending of course on the mobile display of the user:

### Bluetooth-Content:

- Photos: up to 600 KB as a jpg, png or gif file
- Videos: in MP3 up to 600 KB, also in other file formats
- Videos: in MP4 up to 1 MB, also in 3GPP or AVI format

- Business cards: under 10 KB also as calendar entry with alarm function
- Sweepstakes/competition: up to 600 MB as a lottery or coupon mode
- Java application: up to 2 MB as various apps

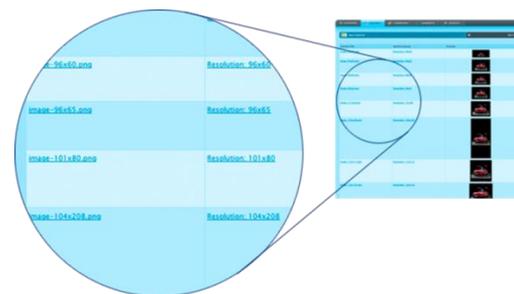
### WLAN-Content

- Microsites: link to own content or other websites

- Bluetooth Content: download any content with WLAN (smart phones, blackberry)

## For each SmartPhone the perfect fit: Content Optimizer

More than 1380 models of mobile phones are able to communicate with the BOSbase Management System for Bluetooth marketing campaigns and with the passage of time this will surely increase. The BOSbase Management System is compatible with the mobile phones of your customers regardless of the different display formats that are required to download the digital contents. Before the data is fed into the system, the digital contents are cropped in such a way that they can be downloaded by every mobile phone user without any problems.



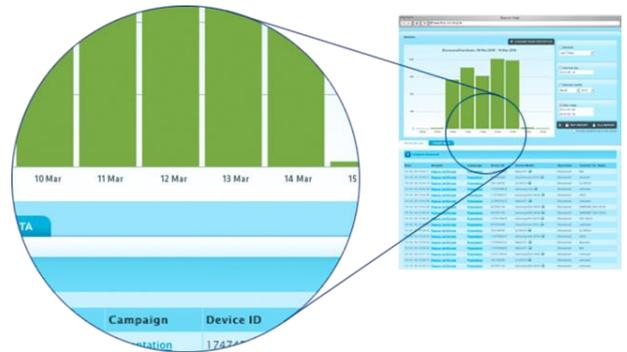
## Seven arms, five legs: the Campaign Management

The BOSbase System can manage various running Bluetooth marketing campaigns via UMTS and LAN at a single point of time. If required, it can work 24 hours a day, 7 days a week. Different offers can be sent at different or chosen point of time. For instance, if you desire to send few offers only during working hours or on the weekend, it can be easily decided with our BOSbase System. Owing to the Integrated Synchronous mode, BOScube is so intelligent that it will not allow sending the same offer to the same mobile user twice. The offers or the campaign are stored in advance in the cube and are then transmitted as and when required.



## Transparency: real time monitoring

Every product seller wants to know the actual effect of his marketing and advertising campaigns. The recording system of BOSbase System is crystal clear. From time to time, it records all the required information such as downloaded content, number of visitors, mobile model and also the downloading time. It gives an overview in a statistical form and at the end of the Bluetooth marketing Campaign it can provide full detailed information in an Excel sheet or PDF format. If you want to have access to statistical data online, we can also provide you with an online account. In a nutshell, reports are transparent and generated quickly.



## **Our involvement: BOSnet**

The main component on which mobile marketing depends is the network coverage. Our network has been established so that you can tell us without any worries your network point where you want to reach your customers in clubs, in restaurants and hotels. Without any problem you can change the location of your campaign. We are always there at your service.



## Mobile Social Media Campaign

Also mobile Facebook Like Campaigns can be realized with BOScube.

With Facebook companies have the opportunity to communicate via fan pages quickly and easily with the customers / prospects. Facebook has

800 million users - these are now more than 425 million users around the world reach out **from their smart phone** to the social network.

As an important part of a successful corporate communication Fan pages grow with status updates, Likes, content and interaction. Social media agencies produce content and want to inspire the audience. What is thrilling and LIKED will be the talk of the town. What will be the talk of the town will be spread all over the network by the community. Companies are adorned with the number of their fans. With Facebook-like user campaigns are animated, their Likes to put directly on the POS / POI via QR or WIFI. Fast, easy and associated with a value of direct local contact will be

converted into an interaction, and finally will become a **Like**.

1. The user activates the WIFI connectivity on his smartphone.
2. The user connects the smartphone via WIFI with the BOScube Hotspot.
3. The landing page will be loaded as soon as a browser will be opened.
4. On the Landing page different information and Download Buttons are possible.
5. To activate the Download-Button the user has to set a Like on the Facebook fan page.
6. Facebook Login Page will be opened.
7. With the Facebook registration the Download Button will get blue and the track can now be down loaded.

### CubeChat

At meetings or events a newly developed tool, the "Cubechat" allows next to the "Like" a brand viral spread! Users can chat with each other and are also the brand ambassador of the fan page, as the comments of the users are linked to the advertising message to all of her friends posted.

Following the motto "Who do you trust more? A company or a friend?" The advertising message is perceived as a credible recommendation of a friend. The Chatter become part of brand communication and thus increase the range by multiples.

## References



Bilder bewegen ...

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