

# Usage Scenarios

## Hotels



- Hotel **Map**
- Hotel **price lists**, event schedules and service lists
- **Room Service** order through a mobile phone application
- **Web Access via Bluetooth** to services such as Facebook, MSN, etc.
- Stock exchange information
- Third-party **Bluetooth advertising** promotions (e.g. car rentals, etc.)

## Cafe / Cinemas



- **Daily Menu** on the mobile phone.
- Surf the Web, while waiting for your lunch/dinner
- Restaurant **visitor comments**, reviews, **menu ratings**, photos
- Contests / Quizzes
- Ratings and **Feedback** Questionnaires
- Mobile games as complimentary prizes (e.g. for Kid-Menu)
- Chat / Dating service
- View showing times / film trailers / film reviews from mall cinema
- **Bluetooth Marketing campaigns** for in-store promotions, using m-coupons or multimedia content

## Stadiums / Sports Venues



- **Contests** during the game
- **LIVE Replays** delivered directly on the audience mobile phones
- Team multimedia content (e.g. team ringtones, photos, wallpapers, etc)
- **Most Valuable Player (MVP) Vote**
- **m-coupon promotions** from third parties
- Access to sport news or sport product websites.

## Retail



- Catalog information
- **m-coupons** & offers
- Store Locator for Malls
- Map / Floor Plan
- Polls / Questionnaires/ Quizzes
- Track Customer Movement Patterns
- Statistics (e.g. customer visits per store/mall area)
- **Proximity marketing** campaigns for products utilizing e-coupons, mobile games, contents and media content (images, video, sound).

## Public Areas



- Free Web Access via Bluetooth for citizens
- City **maps**
- **Public transport** information
- Traffic information
- Tourist attraction information
- Retail Store advertisements
- Access to bulletin board service.
- Chat / Dating services

## Airports / Travel Stations



- Tourist information
- **Live Departure / Arrival timetable.**
- Hotels or car rentals promotions through **Bluetooth Marketing**
- Store advertisements, offers to travelers via **m-coupons**
- Airport **map** with gates, stores, etc.