



Blue Vibe

Proximity Services Platform
For Mobile Devices

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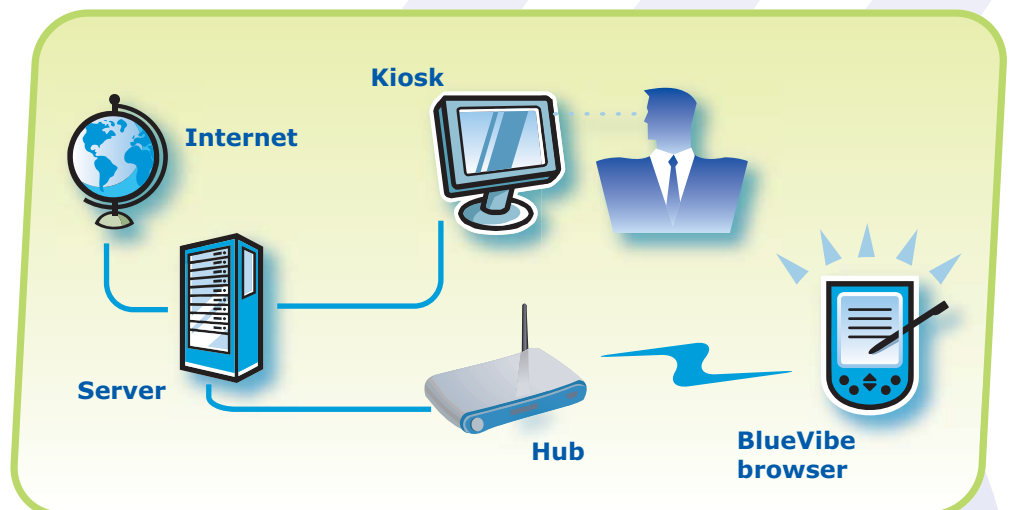
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What BlueVibe is

BlueVibe is a unified platform for providing location-aware services to mobile devices such as mobile phones and PDAs. Locations that are covered with BlueVibe allow their visitors to enjoy a variety of information and entertainment services via the **BlueVibe Hotspots**.

As soon as a visitor enters the Hotspot's proximity, he/she can connect to any of the available services offered on location and download multimedia content to his/her mobile device, or receive automatically dispatched information and content.

BlueVibe can be deployed in a variety of places in order to cover the increasing information and marketing needs. Bluevibe platform utilises Bluetooth technology that today is used by the 80% of mobile devices. In addition it supports Wlan and GPRS connectivity.



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Services

The services are offered in a rich multimedia format (text, image, sound, video) that the customer can see via his mobile. The services can be automatically sent to customers as soon as they enter the proximity of the Hotspot (**Push**) or the user can navigate through them using a special mobile application (**Bluevibe Browser**) that will be sent to his mobile device. Bluevibe Browser has user friendly interface and supports fully interactive services.

All services can be offered free of charge or using the built-in credit system. The platform's architecture allows rapid development of new services as well as quick update of the existing services in order to accommodate, each individual customer's, needs.

