

Bluevibe Platform Case Studies

This document presents a number of real-usage scenarios of Bluevibe services. The services provided were both one-way content push, as well as interactive services via the Bluevibe Browser.

The first scenario presents usage in an open exhibition with many visitors. In the exhibition there was user awareness for the provided services via banners and speaker announcements.

The second scenario presents usage in a closed conference. In the conference there was no user awareness for the provided services.

The third scenario presents a specialized exhibition, with a large number of visitors. In that case there was user awareness through banners in the entrance of the exhibition.

A number of other cases completes this document describing the different ways Bluevibe platform can be used.

Gnet Mobile Marketing Campaign

Objectives

Gnet, the leading Internet cafe franchise in Greece, participates in HELEXPO 2006 and DTE COMDEX 2006 and needs an innovative way to communicate with the visitors and offer them value-added services.



The Campaign

Throughout the duration of HELEXPO Gnet's kiosk was supported by the Bluevibe Platform offering the visitors multimedia content and interactive services through a Gnet-branded Bluevibe Browser. This Browser was implemented for Gnet and gave the visitors the chance to read game news, check the video game championship results, and much more, all directly from their mobile phone. In addition, throughout the duration of the Event multimedia content, such as game trailers and wallpapers of well known games, was sent to the visitors' mobile phones.

For DTE COMDEX The Bluevibe team implemented a Gnet-branded mobile brochure that was sent through Bluevibe Hotspots to the visitors' mobile phones. This application presented the company's products and services, in an innovative and content-rich way, to the visitors using their mobile phones.



In both cases the visitors left the exhibition and had *installed on their most personal device*, their mobile phone, multimedia content with Gnet's logo as well as software with information about the the company and its activities.

Results

Overall in both exhibitions 3310 bluetooth enabled devices where scanned and 1774 of them received content (53.33%). In the exhibition area there were banners, as well as speaker announcements, informing the visitors about the Bluevibe services offered on-site.

Bluevibe Mobile Marketing Campaign

Objective

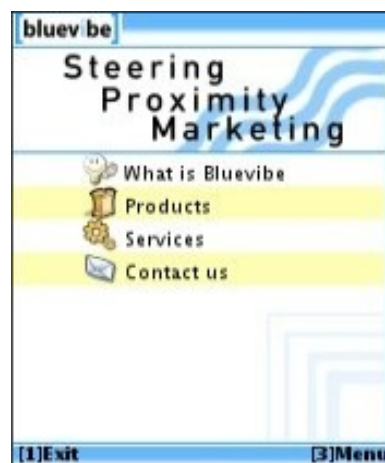
Cytech along with Bluebird participate in Hi-Tech innovators Partenariat 2007, a conference for high-tech companies. They require a way to communicate their presence to the other participating companies, as well as, to inform them about their services and products.



The Campaign

Throughout the duration of the conference Cytech/Bluebird kiosk was supported by the Bluevibe Platform. The visitors had the chance to experience the platform, receiving Bluetooth messages from the Bluevibe Hotspots.

The messages included an animated invitation to the kiosk, calendar reminder about the exhibition, vcards with contact info of the company as well as, a Bluevibe mobile brochure. The mobile brochure is an application for mobile phones that informs the visitors about the company's products and services in an innovative, content-rich, way.



Results

Approximately 400 people were present in the area. Overall, 116 bluetooth enabled mobile devices were scanned and 26 of them received content (22%). There were no banners, or announcements, informing the visitors to receive content.

Bluevibe Mobile Marketing Campaign

Objective

Parallax View Media, the company that organized the *Taxi Show '07* exhibition needs a new way to communicate with the visitors, promote the sponsor (Shell) and offer information about the exhibition and the exhibitors.

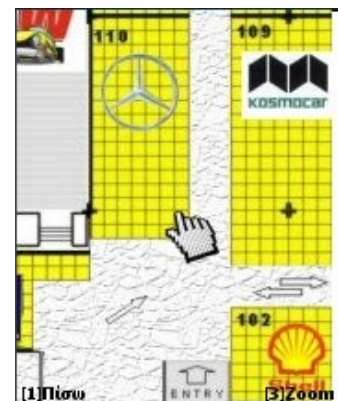


The Campaign

During the exhibition the Bluevibe platform was used to provide the communication medium between the organizer and the visitors. The visitors had the opportunity to download on their mobile devices, multimedia content of the sponsor of the Taxi Show, as well as a tailor made application (Branded Brochure) with information about the exhibition.

The Bluevibe messages included wallpapers for the visitors' mobile phones, reminders and calendar events relevant to the exhibition and

finally the exhibition information application (Branded Brochure). The brochure included information on all the kiosks of the Taxi Show as well as an interactive floor-plan for easier navigation in the area.



Results

During the three days of the Taxi Show there were about 4500 registered visitors. A total of 1867 bluetooth enabled devices were discovered by the installed Bluevibe Hotspots. From the discovered devices, 468 received at least one content item (25%). In total 738 content items were delivered successfully.

AEK Mobile Marketing Campaign

Objective

AEK one of the most successful basketball teams in Greece in cooperation with Parallax View Media, wants to try Bluevibe in a small campaign in the VIP lounge of the OAKA Stadium. The marketing department of the team wants to know how the VIPs accept such a campaign.



The Campaign

During the basketball game between AEK and Olympiacos, which is one of the biggest basketball events of the year, AEK sent videos, mp3s and images of the team. The Bluevibe team has installed three Standalone Bluevibe hotspots to cover all the VIP lounge and has designed the campaign.

The mobile content included two different video clips concerning the history of the team, one mp3 sound clip with the AEK hymn and two different wallpapers for the visitors' mobile phones. One calendar event and a electronic business card has been used for alternative content.



Results

During the game 27% of the users with bluetooth enabled devices received at least one content item.

Mobile Marketing Campaign of Nemesis Guitar School

Objective

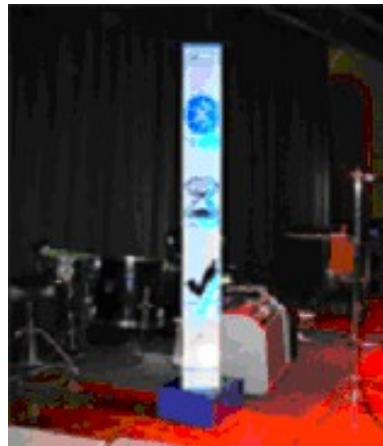
On April 6th 2008, the guitar academy of Mr. Kostas Paraskevas ("[Nemesis Guitar School](#)" in Kavala), organized a seminar-live show with the French guitarist CHRISTOPHE GODIN in bar "Nisi". "Activemms", the company that organized this event, wanted to provide the guests with the program of the event, and chose Bluevibe to provide it in electronic format.



The Campaign

The spectators automatically receive content throughout the duration of the show, via the Bluevibe Hotspots. The content they receive contains:

- 3gp videos
- mp3 of the artist
- guitar score in a ".pdf" format
- artist CV in a ".txt" format
- related photos
- academy VC card and
- Activemms prospectus



Results

"Activemms" multimedia content had 16 Mb total size.

The campaign had a high success rate, since the total acceptance percentage for content sent was 92%, with 967 successful content dispatches.

Additional Content

In the address list below you can find more information on the Bluevibe Platform, Gnet, Parallax View Media, Shell-hellas and HEPO as well as, some of the content provided in the cases mentioned above.

Bluevibe Platform	http://www.bluevibe.net
HEPO	http://www.hepo.gr
Gnet	http://www.gnet.gr
Gnet mobile brochure	http://www.bluevibe.net/downloads/GnetInfo.jar
Bluevibe mobile brochure	http://www.bluevibe.net/downloads/BluevibeBrochure.jar
Shell-Hellas	http://www.shell.com/gr-el/
Parallax View Media	http://www.parallaxview.gr/
TaxiShow mobile application	http://www.bluevibe.net/downloads/TaxiShow.jar
AEK Basketball	http://www.aek.gr/basketball.asp
ActiveMMS	http://www.activemms.gr