



Bluevibe Features

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[bluevibe]

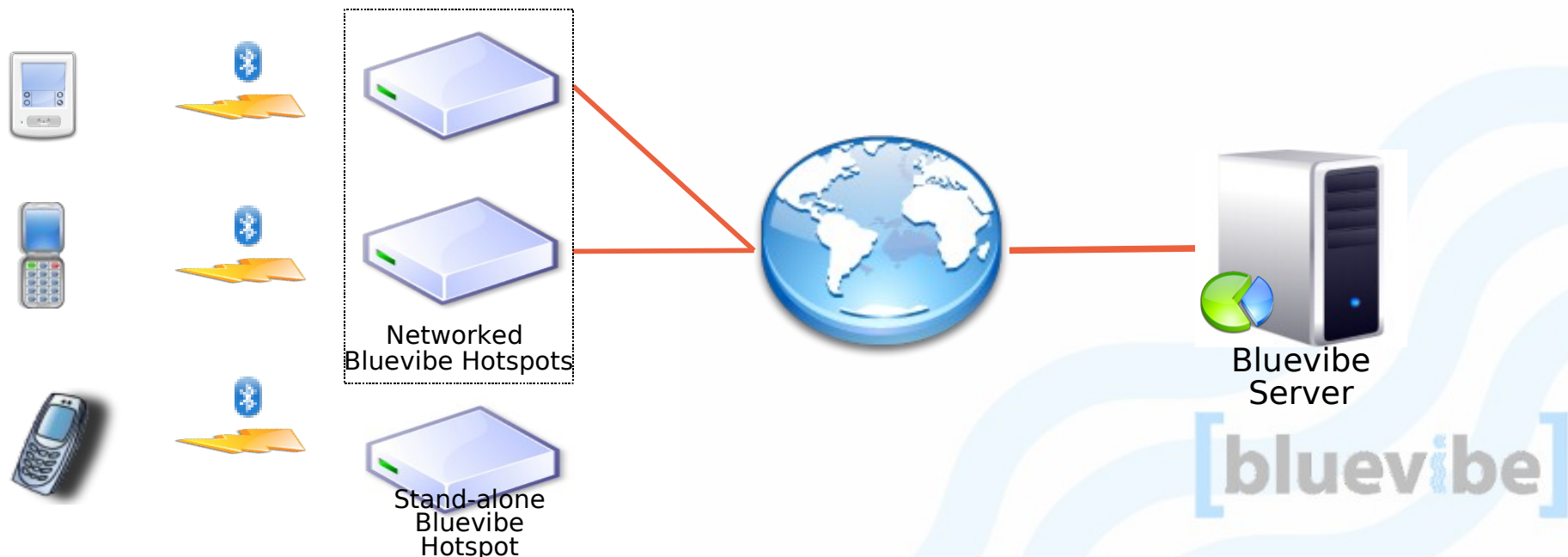
Overview

- Bluevibe Architecture
- Bluevibe Hotspot
- Bluevibe Server
- Bluevibe Manager
- Bluevibe Browser
- Technical Characteristics



System Architecture

- Bluevibe Hotspots connect to Bluevibe Server
- Bluevibe Server hosts all campaigns
- Bluevibe Hotspots push content to mobiles
- Bluevibe Hotspots relay interactive communication between mobiles and server



General Features

- Bluevibe Services
 - One-way content push campaigns
 - Two-way interactive campaigns (polls, news, trivia, games)
 - Bluevibe Browser
 - Both of them support multimedia content (video, mp3, images, business cards, calendar events)
 - Services are free of charge using Bluetooth
- Central campaign management
 - Bluevibe Manager



Bluevibe Hotspot



- Two versions
 - Networked
 - Stand-alone
- Compatible with more than 400 Bluetooth devices
- Supports 21 to 42 simultaneous connected phones

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Networked Bluevibe Hotspot



- Connects to Bluevibe Server
- Smart bandwidth usage ideal for GPRS/3G networks
- Real-time campaign management
- Online Hotspot monitoring & statistics

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Stand-alone Bluevibe Hotspot



- No Internet connection necessary
- Works together with the networked Hotspots
- Takes part in the same campaigns as the Networked Hotspot
- Configured using Bluevibe Manager
- Updated using Bluevibe Sync[®]

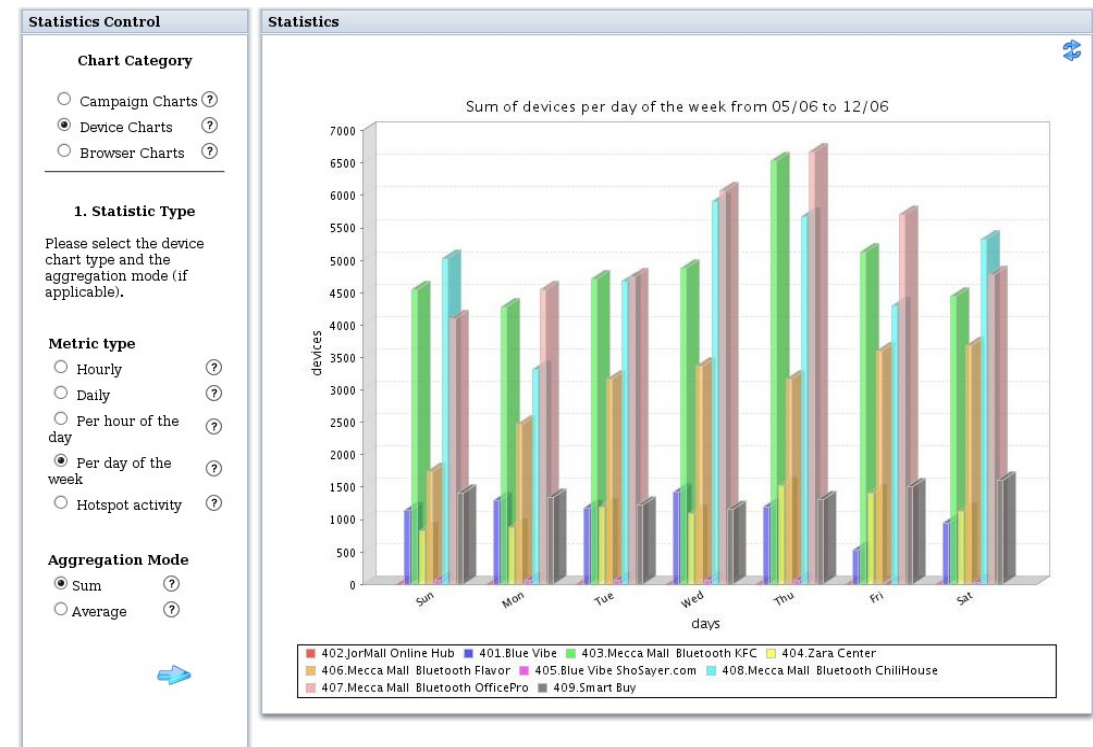
Hotspot Features (Cont.)

- Coverage up to 100m
- Easy installation, needs only power and network
- Small packaging for installation to any location
- Remote configuration and monitoring using Bluevibe Manager



Bluevibe Manager

- Central management and administration
 - Hotspot configuration
 - Push and interactive campaign creation and monitoring
 - Campaign statistics and reports
 - Full auditing



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Bluevibe Manager (Cont.)

- Content management for multimedia content
 - Images, mp3, videos
- Time schedule and hotspot selection per content
- Show current nearby users of each hotspot

The screenshot displays the Bluevibe Manager web interface. At the top, there is a navigation menu with tabs for Home, Content, Campaigns (selected), Hotspots, Users, and Charts. Below the menu is a Help section with a [show] link. The main content area is divided into two panels. The left panel, titled 'Campaigns', features a date range selector (From: 18/04/07 15:52, To: 18/04/07 16:52) and a filter button. Below this is a table listing campaigns with columns for Id, Name, Start, End, and Status. The right panel, titled 'Campaign Settings', shows the configuration for '46.demo campaign configuration'. It includes a 'Show Campaign Content' checkbox, an 'Available Content' table, and an 'Added Content' section. The 'Available Content' table lists items with their Id, Name, Credits, and a status icon. The 'Added Content' section shows '123.300.3gp' with a key icon and a red 'x' icon. At the bottom of the interface, there is a 'Create new campaign' form with a 'Campaign Name' field containing the text 'campaign'.

| Id | Name | Start | End | Status |
|----|---------------|----------------|----------------|--------|
| 46 | demo campaign | 18/04/07 15:52 | 18/04/07 16:52 | 🔔 |
| 45 | bttest-6-5 | 17/04/07 02:16 | 17/04/07 03:16 | N/A |
| 44 | bttest-6-4 | 17/04/07 01:14 | 17/04/07 02:14 | N/A |
| 43 | bttest-6-3 | 17/04/07 01:07 | 17/04/07 01:14 | N/A |
| 42 | bttest-6-2 | 17/04/07 01:01 | 17/04/07 01:07 | N/A |
| 41 | bttest-6-1 | 17/04/07 00:44 | 17/04/07 01:01 | N/A |
| 40 | bttest-4-13 | 16/04/07 21:51 | 16/04/07 22:51 | N/A |
| 39 | bttest-5-8 | 16/04/07 21:36 | 16/04/07 21:51 | N/A |
| 38 | bttest-5-7 | 16/04/07 21:03 | 16/04/07 21:36 | N/A |
| 37 | bttest-4-12 | 16/04/07 20:53 | 16/04/07 21:02 | N/A |

| id | Name | Credits | |
|-----|---------------|---------|---|
| 122 | pirates.3gp | 0 | + |
| 121 | octaquick.pdf | 0 | + |
| 116 | headimg9.jpg | 0 | + |
| 115 | headimg1.jpg | 0 | + |
| 114 | padeler.vcf | 0 | + |

Bluevibe Manager Features (Cont.)

- User profiles for permission marketing campaigns
- Helpful tools
 - Business card creator (vcf)
 - Manual Push
- Built To Order campaign types and mobile applications

The screenshot displays the Bluevibe Manager interface. At the top, there is a navigation menu with tabs for Home, Content, Campaigns, Hotspots, Users, and Charts. Below the menu, there is a 'Help' section with a '[show]' link. The main content area is divided into two panels. The left panel, titled 'Services', contains a table with the following data:

| id | Name | Description | Creation | Browsable | Status |
|----|------------------|------------------|----------|-----------|--------|
| 2 | General Campaign | General Campaign | 01/02/07 | No | ✓ |
| 1 | Browser Service | Browser Service | 01/02/07 | Yes | ✓ |

The right panel, titled 'Content', shows the '1. Browser Service' section. It includes a sub-header '1. Browser Service' and a text block: 'You can view the content for each service by clicking on the name of the service in the service-list on the left'. Below this is a table with the following data:

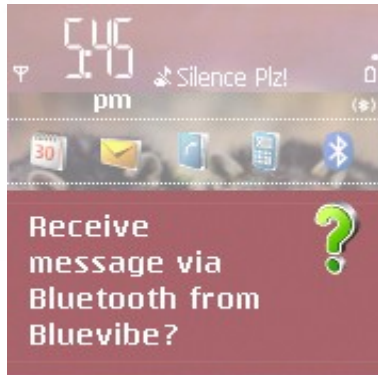
| id | Name | Credits | Cashable | Delete |
|-----|------------------|---------|----------|--------|
| 120 | pos-legele.mp3 | 0 | Yes | ✗ |
| 105 | xfiles.mid | 0 | Yes | ✗ |
| 104 | starwars.mid | 0 | Yes | ✗ |
| 103 | knightrider.mid | 0 | Yes | ✗ |
| 102 | bvcafe1ogo.jpg | 0 | Yes | ✗ |
| 101 | download1ogo.png | 0 | Yes | ✗ |
| 100 | in1ogo.png | 0 | Yes | ✗ |
| 99 | bt1image.png | 0 | Yes | ✗ |
| 98 | bt1image2.png | 0 | Yes | ✗ |
| 97 | bvnews.png | 0 | Yes | ✗ |

At the bottom of the content panel, it states: '36 items found, displaying 1 to 10.[First/Prev] 1, 2, 3, 4 [Next/Last]'. The Bluevibe logo is visible in the bottom right corner of the interface.

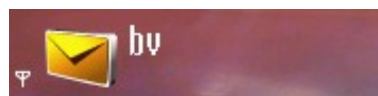
Content Push Example



Incoming message from Bluevibe

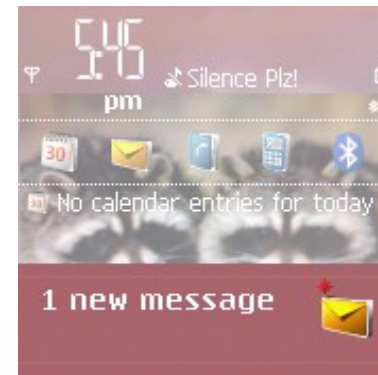


User authorisation for content reception



Options Back

Click to open image



Message from Bluevibe received



Options Back

Message stored at Inbox

Bluevibe Browser

- Java mobile application base on Fire UI Engine
- More than 200 devices are supported
- Interactive applications
 - poll, trivia, games, news, downloads
- Communicates using Bluevibe Hotspot with the Bluevibe Server



Bluevibe Browser

- Communication over Bluetooth and alternatively over GPRS/3G
- Installation of new services without the need of new Bluevibe Browser
- Custom-made, branded applications based on Fire UI Engine



Custom Applications and Integration

- Custom Bluevibe Push or Interactive services
- Custom branded Bluevibe Browser
- Integration with existing CRM or ERP systems



Resources

- For more information please visit:
 - <http://www.bluevibe.net/>
 - <http://www.cytech.gr/>
 - <http://sourceforge.net/projects/fire-j2me/>
 - <http://www.bluetooth.org/>

