

PRESS RELEASE

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INTERACTIVE BLUETOOTH MARKETING SYSTEM LAUNCHED

Banbury, Oxfordshire 14th February 2007 – Event Media UK launches an interactive Bluetooth proximity marketing system for the events industry.

The Bluetooth system is controlled via a web based dashboard control panel and handles media traffic to and from event customer mobile phones. The images received are simultaneously uploaded live to a screen/projection, used as part of a VJ set and uploaded to the event gallery online. The Bluetooth system can be supported remotely via central servers. The event organiser can use the system to send promotional videos/music, incentive codes and local information while adding a digital platform to increase advertising revenue.

Event Media UK provide interactive marketing tools and digital media support services. Content production, management and promotion is supported by Event Media UK's video and music production suites. The event gallery is seamlessly integrated into customer websites using the latest image management technology, supported by ecommerce facilities.

The Bluetooth system will be presented during the RSVP event, 28-29th March.

For more information, contact Daniel Iddon on 0845 8622286 or 07703493773.

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