

PRESS RELEASE

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NETWORK BASED INTERACTIVE BLUETOOTH MARKETING SYSTEM LAUNCHED

Banbury, Oxfordshire 15th May 2007 – Event Media UK launches the next generation interactive Bluetooth proximity marketing system, which is network based for the digital media industry. The live event based system launched in March has since been successfully used across several live events, including the Exhibition News Awards.

The Bluetooth system is controlled via a web based dashboard control panel and handles media traffic to and from venue customer mobile phones. The images received are simultaneously uploaded live to the screen/projectors located in the venue and uploaded to the event gallery online. Event Media UK in conjunction with SUBtv are installing the system as part of a trial across 12 student union sites, which makes up 20% of the national student population covered by the SUBtv network. The system can be used to support local and national campaigns using a variety of digital media including promotional videos/music and incentives (bar promotions).

Event Media UK provide photography, video production, interactive marketing tools and AV 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.

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

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