

## **20:20 Mobile Launch New Intelligent Bluetooth Marketing Solutions**

20:20 Mobile has announced the launch of a new range of “Smart” Bluetooth broadcasting solutions. The solutions enable communications directly to mobile phone users who have opted in to receive Bluetooth messages that are specifically tailored for their needs.

Traditional Bluetooth messaging systems, or Naked Bluetooth, have worked by detecting when Bluetooth is enabled and broadcasting the same message to everyone. The 20:20 solutions allow businesses to cross reference against off site user databases, such as loyalty schemes, and then broadcast a tailored message to the mobile user whilst they are still within range.

James Browning, UK Managing Director of 20:20 Mobile said; “Bluetooth broadcasting has moved a long way from the early systems where anyone that had Bluetooth enabled received the same message. With the ability to send tailored messages instantly consumers can now receive offers and promotions that they will want and are based on their own habits. Imagine walking into your supermarket and receiving a discount based on the products that you buy.”

As part of the Bluetooth development programme 20:20 Mobile worked with a number of mobile manufacturers and Bluetooth device providers to ensure seamless integration and compatibility of the system.

“One of the biggest challenges with Bluetooth broadcasting has been that the systems have a very limited range. The systems that we have developed can now quickly talk to a remote database and decide what message to broadcast to the mobile user. The possibilities of the solution are endless, from supermarkets promoting a specific offer to customers as they walk in a store to travel information services at airports,” continued James Browning.

The new Bluetooth broadcasting solutions can be deployed quickly and easily as they only require a low cost broadcast unit and an Internet connection to allow communication with the database.

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