

COMPANY

Adikat specialises in providing unique marketing tools and services that facilitate businesses to grow their market by reaching out to mobile phone users in Ireland. We enable brands to connect to consumers' mobile phones based on their proximity to a fixed physical location. Using short-range mobile wireless technologies such as Bluetooth and infra-red, Hypertags send content including wallpapers, video clips, games, music clips, vouchers or links direct to mobile phones quickly *and for free*. Consumers simply activate the appropriate technology on their phone and stand near the Hypertag in order to receive the content direct to their handset.

Bluetooth proximity marketing allow brands to reach their target audience at a time and place that is relevant to that consumer's current activity. The geo-location based devices will put the offer into context to increase interactivity. For example, by downloading vouchers to passing shoppers in a mall, retailers can raise awareness of promotional offers and drive footfall directly into stores.



A Standalone Hypertag

NETWORKED HYPERTAG OVERVIEW

The networked Hypertag is the most advanced Proximity Marketing solution available. The Content Server's role is to deliver brand experiences to consumers in close proximity to a Networked Hypertag.

The ability to communicate with consumers, based on their presence at an optimally selected time and place makes it possible to access people at their most receptive and to **tailor offers precisely to maximise response rates**.

The Content Server communicates with a consumer's mobile phone using Bluetooth. Interaction starts with a visual or verbal stimulus encouraging consumers to switch on their phone's connectivity service and a strong call to action.

Once Bluetooth connectivity is detected by the device, an opt-in request is sent to the consumer to ascertain whether they would like to download the content currently on offer. The Content Server then **correctly formats the content** for the particular phone, downloads it and ensures that the download **process was error free**.

CONTENT MANAGEMENT SYSTEM

The web-based Content Management System enables users to create their own campaigns through simple, easy to use wizards with no specialist expertise or experience required. The wizard guides the user through the process of producing their campaign files, and provide intuitive assistance at every step to ensure every campaign is built to the highest quality.

Key features include:

- **Supported content:** wallpaper, voucher, video, audio, WAP link, Java applications, calendar entry and business cards.
- **Content variants:** Supports manual upload of content variants required to support all handsets, option of auto generation of image variants from master (TBA). Web editors simplify calendar entry, business card and WAP link file creation.
- **Content Mechanism:** Sequentially send multiple content files, configure delay between files, and once only send. Randomly send files for competition campaigns.
- **Checking and Validation:** All uploaded content is validated with a warning for the user when it is incorrect. Checks are also made to see whether sufficient content has been uploaded or to provide older handsets with compatible content.
- **Flexibility:** Full edit, modify and clone capabilities.

NETWORK MANAGEMENT SYSTEM

The Network Management System enables the remote management of multiple Proximity Content Servers delivering branded content to consumers' mobile phones. It has a rich set of capabilities that manage the process on an end to end basis.

These include:

- **Campaign Management:** Deploy campaigns across many locations, deploy different campaign files to different sets of locations providing additional flexibility to your campaigns. Content and campaign settings are pushed out to each location after deploy.
- **Reporting:** Every consumer interaction is logged and sent back to the web-based campaign repository. Even if network connectivity is lost, logs are preserved on the Networked Hypertag and uploaded when connectivity is restored.
- **Management:** The hosted web-based Network Management System can be accessed from any Internet terminal. Individual campaigns can be managed and analysed to view their success.

CONNECTIVITY OPTIONS

Hyperhub's flexible connectivity options enable the installation of Networked Hypertags in almost any location where mains power is available. If they are installed at locations where no Internet access is available, they can be configured to automatically connect back to Hyperhub using secure links based on mobile operator's GPRS data network.

Networked Hypertags can be deployed across country boundaries enabling true global proximity marketing campaigns. If security and a high quality of service are important, connectivity can be provided using a fully managed Internet Virtual Private Network (VPN).



A Hypertag proximity marketing enabled poster panel

BENEFITS

The use of Networked Hypertag brings many benefits to global brands, agencies and companies.

Handset compatibility: Handset data is collected from every campaign run by Hypertag on a world-wide basis to ensure that newly released handsets are identified at the earliest point in their release to market. Hypertag guarantees the accuracy of all relevant databases and that they are up to date to provide the best possible consumer experience.

Patented technology: Hypertag has invested significant resources in developing patented technology to increase the performance of its Proximity Content Server family and to enable the very best user experience.

This includes:

- Extensive experience in reducing Bluetooth interference in locations with a high number of wireless-active consumers such as airports.
- Always prioritising content delivery rather than engaging with additional consumers in high footfall locations to avoid frustration.
- Significant experience in ensuring GPRS connectivity is robust and reliable to ensure Proximity Content Servers are always accessible even in difficult to access locations.

Best of class assurance: Our software has been designed using the knowledge obtained from eight years of campaign experience and makes optimum use of the Bluegiga access server platform.

Reliable solutions: The Hypertag Assure System ensures that all Content Servers are operational on a real-time basis, no matter how many are deployed in a campaign.

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