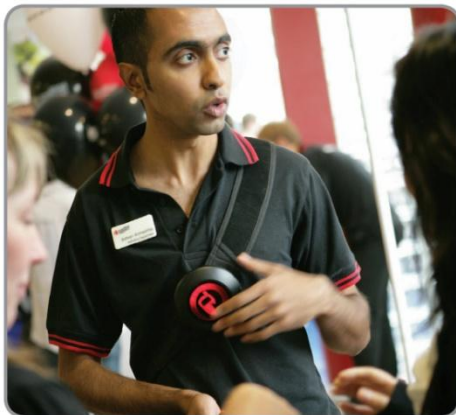


## COMPANY

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 Wearable Hypertag at an exhibition

## WEARABLE HYPERTAG OVERVIEW

The Wearable Hypertag is one of the principle and innovative products in the Hypertag product line. Unlike all other Proximity Content Servers available on the market, which are intended for use in static mains-powered locations, Wearable Hypertags are designed to be worn by 'Brand Ambassadors' proactively promoting a brand or product at **events such as festivals, music concerts or exhibitions**.

The Wearable Hypertag's role is to deliver brand experiences to consumers in close proximity to a Brand Ambassador. The ability for the Brand ambassador to

proactively engage and interact with consumers creates a second to none **opportunity to maximise the delivery** of a campaign's content and brand message.

The power to communicate with consumers based on their location and the event makes it possible to access people at their most receptive and to tailor offers precisely to maximise response rates.

Whilst traditional media such as outdoor and field marketing give brands the opportunity to target by location, only the Hypertag technology gives the ability to distribute rich, interactive branded content in this engaging and innovative way. After interaction, consumers will walk away with branded content on their mobile phone.



A Wearable Hypertag in action

## THE PROCESS

The Wearable Hypertag communicates with a nearby consumer's mobile phone using Bluetooth or infra-red. The server initiates and autonomously manages the complete process. The interaction starts with a visual or verbal stimulus by the Brand Ambassadors encouraging consumers to switch on their phone connectivity service.

Once Bluetooth connectivity is detected by the Hypertag, an opt-in request is sent to the consumer to ascertain whether they would like to download the content currently on offer.

The Wearable Hypertag then **correctly formats the content** for the particular phone, downloads it and **ensures that the download process was error free**. The Wearable Hypertag then updates its usage database with full details of all the campaign transactions.

Operational use of the Wearable Hypertag is very straightforward and requires no technical knowledge. The operating process involves first loading the campaign content by connecting the unit to a PDA that contains the content. Once loaded, the Brand Ambassador 'walks the floor' of the event **encouraging consumers to download the campaign content** which could consist of ringtones, song clips, jingles, podcasts, Java applications, widgets, calendar entries or vouchers. At the end of an activation, full usage data is uploaded for later analysis.

### HARDWARE

The Wearable Hypertag consists of two principle components:

#### Proximity Content Server and display:

This unit contains the Proximity Content Server electronics which enable the delivery of branded content and the interaction with consumers via Bluetooth or infra-red. The front of the unit consists of an eye-catching animated display.



A Wearable Hypertag display

#### Shoulder strap and battery pack:

The shoulder strap enables the Wearable Hypertag and display to be comfortably placed on the chest of a Brand Ambassador. The lightweight battery pack in its holder is placed on the hip and has been designed to power the Proximity Content Server for a minimum period of 8 hours.



The battery pack

### BENEFITS

The use of Wearable Hypertag Proximity Content Servers brings many benefits to global brands, agencies and companies

#### Operational simplicity:

The Wearable Hypertag has been designed for use by non-technical promotional staff who can manage campaigns in the field with Hypertag's One Click update solution.

#### Handset compatibility:

Data relating to the different types of phone interacting with Wearable Hypertags are collected from every campaign run by Hypertag on a world-wide basis to ensure that newly released phones 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 resource in developing patented technology to increase the performance of its Hypertag Proximity Content Server family and to enable the very best user experience.

- Extensive experience in reducing Bluetooth interference in locations with a high number of wireless-active consumers such as airports.
- Priority is always given to optimising consumers' experience by focusing on content delivery, rather than engaging with additional consumers in high footfall locations, thus avoiding consumer frustration.

ADIKAT MOBILE MARKETING

*info@adikat.ie*

*www.adikat.ie*

*+353 (0)1 443 4262*

*13 Upr Baggot St. / Dublin 4 / Ireland*