

Bus Shelter and Street Pod Bluetooth Communication

By Jonathan Gray - Technical Director



DSi.Blue

Real Time Bluetooth Digital Communications

The DSi.Blue proximity module allows you to send digital content directly to passers by. We provide you with the means to contact any possible consumer who's within your broadcast range. If you send those consumers useful, accurate public service information messages or promotions, it will work and you'll start getting more and more exposure every day.

DSi.Blue relies on Bluetooth® broadcasting (BlueCasting). Studies show that a very high percentage of consumers are now carrying mobile phones that are Bluetooth® enabled (Up to 80%). DSi.Blue relies on this fact to work as a devoted employee to the public service infrastructure. It will keep monitoring it's broadcast area* waiting for a new possible consumer and when they approach, it will offer them video information, a photo or even a contact card.

* We have two solutions, one which will monitor activity within a close proximity and another which will act as an information on demand only messaging system.

MESSAGING:

You can choose and customise the message that you would like to broadcast. From within the application itself you can create:

- Digital business cards (vCard)
- Digital flyers (.jpg) containing information or special offers
- GIF animations
- Calendar reminders (vCal)
- Text Messages (iNote)

Or you can simply select any number of files that already exist throughout the DSi system.

Once you have selected the message you would like to send simply hit start and then sit back and let the system get to work for you.

EXAMPLE APPLICATIONS:

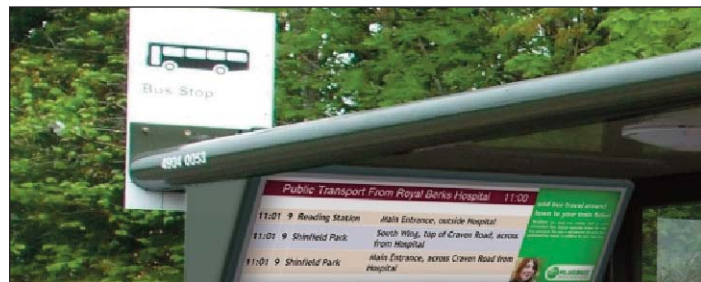
Bus Stops - As a customer waits by the Bus Stop they are automatically offered an electronic business card containing the links to the live bus service information for that stop and once they accept it, it will automatically be stored in their mobile phone for future travel.

Buses from Reading Station		
Time	Route	Destination
12:00	21	Easington Drive(SW)
12:00	52	Reading Station (E)
12:04	501	Reading International Busine
12:06	9	Shinfield Park ()
12:08	53	Costco(NE)
12:10	20	Chalfont Way()
12:15	52	Reading Station (E)
12:15	22	Chalfont Way()
12:20	9	Shinfield Park ()
12:20	21	Easington Drive(SW)
12:23	53	Costco(NE)
12:24	501	Reading International Busine
12:25	144	Wokingham - Broad Street()
12:25	62	Silver Fox Crescent()
12:30	20	Chalfont Way()
12:30	52	Reading Station (E)

On Street Pod's - As a customer enters or passes by the Pod they can be automatically offered another electronic business card, containing local information relevant to that location or maybe a service message, again it will automatically be stored in their mobile phone for future reference.

COMMUNICATION:

You currently have a choice of either close proximity (10 – 100 metre range depending on the receiving device) or we now have an on demand Bluetooth solution that will wait for you to touch your phone against it before it broadcasts content to only that device.



The DSi.Blue module will allow full campaign control, detailed statistics including number of devices discovered, number of devices that accepted your message, number of devices that rejected your message and finally the number of devices which ignored your message.



We also have statistical analysis including information about the receiving handset including manufacturer, model number, the devices signal strength and where in approximate range the handsets were when they accepted / rejected or ignored the message. Statistics are available numerically and in graphs and pie charts for an easy overview.

SPAM: Our system will never send SPAM. Any content broadcast by DSi.Blue is never forced upon the recipient, the system only offers the content and asks the users permission before delivery, if the customer doesn't agree to receive content then they will receive nothing. It is up to the recipient to either accept or reject the content so your messages will only be received by those who are genuinely interested in the information you are offering.

As with all DSi solutions everything can be controlled from almost anywhere across the internet.

PRIVACY: All messages require the customers permission, nothing will ever be delivered without the device owner's permission.

