

Proximity Marketing

- ❖ **Amp'ed RF Products**
 - BT-11 Bluetooth module
- ❖ **Key Technology**
 - High speed OBEX transfer
 - Multiple Bluetooth link capable device
 - Powerful microprocessor
 - SPI bus interface
- ❖ **Usages**
 - Target local audiences
 - Promotions
 - Tourist info point
 - Trade show
 - Shopping/loyalty coupons
- ❖ **Usage Model**
 - Local phone users receive requests for content uploads
 - Users may allow or reject content
 - Avoids multiple requests
 - Content may include videos, music/audio, still photos, text & graphics
 - Real time clock for content scheduling

