

## **Blockbuster store uses new technology to engage customers in a retail first**

Imagine being able to use your Bluetooth mobile phone to download a video trailer or evoucher from your local video store.

Customers of the Waikiki Blockbuster video store in Perth will soon be able to do just that – a new proximity based marketing technology, called Breeze Broadcast, will enable customers to download an evoucher to their mobile phone which can be redeemed at the counter for a free dvd hire.

The product, developed by Breeze Tech, uses Bluetooth technology to deliver digital content to mobile phones via a small Bluetooth transmitter – signage at the retail outlet advises customers to switch their Bluetooth devices to 'visible' to download the special offer. The offer is then sent automatically to the phone free of charge and the customer has the choice to either accept or decline the message.



Blockbuster franchise holder, Bob Gray, said "This is very exciting for us and we're confident of seeing some great results. Customers are the lifeblood of any business and delivering video trailers and vouchers via Bluetooth allows us to engage with ours on a whole new level."

Claire Gunn, Director Breeze Tech added "Using our Breeze Broadcast product, Blockbuster can interact with customers in a more engaging way. Sending digital content, such as an evoucher, direct to customers' mobile phones at the point of purchase, is a great way of delivering value to customers and creating a more memorable purchasing experience".

The Breeze Broadcast system weighs less than half a kilogram and can be installed almost anywhere including retail outlets, outdoor poster sites and exhibition stands. It works by continuously searching for Bluetooth devices in range, and automatically sends out a message to all devices found – it can communicate with up to 21 devices simultaneously and can send many different types of content such as images, video clips, mp3 files, ebusiness cards, evouchers, event reminders, games etc. The message is only sent to the customer's phone once and reporting is provided on the number of messages sent, accepted and declined.

Since launching in Australia last year, Breeze Tech has already worked with a number of big brands such as Lexus, Fiat and Amcor, although this is the first time the technology has been used in a retail environment. Breeze Tech has recently developed a strategic alliance with Perth mobile marketing Company, Sales Management Systems, who are the exclusive distributor of Breeze Tech's products in Western Australia. Gunn stated "We are delighted to

be able to work with Sales Management Systems and deliver this technology to Blockbuster stores. Their breadth of experience in mobile marketing and large retail client base is a natural fit for Breeze Tech and enables us to create an infrastructure to more easily acquire and service clients on a national scale”.

Claire Gunn points out “Since launching in Australia, we have focused on delivering our product suite and establishing our brand in the exhibition and event industry, and we are now expanding this to the retail space - our technology has obvious applications for the retail industry as it provides retailers with the opportunity to deliver relevant content directly to customer’s mobiles at the point they are making their purchasing decisions”

As well as Breeze Broadcast, Breeze Tech has another proximity marketing product, called Breeze Touchpoints. The Touchpoints deliver similar types of digital content, but rather than automatically broadcasting out content to devices at a specific location, they require the user to place their phone up against a Touchpoint to download the content. Claire Gunn points out “Our Broadcast and Touchpoint products enable us to give retailers the option of either delivering content automatically to consumers’ phones or enabling the consumer to actively download the information. We are able use a push or pull model depending on the requirements of each individual client – our technology is about giving retailers and consumers, choice”.

#### **Notes to Editor**

##### **Breeze Tech**

Claire Gunn (02) 9810 5339  
Director  
[www.breeze-tech.com.au](http://www.breeze-tech.com.au)

Breeze Tech is a wireless mobile marketing technology company with offices in Sydney and London. The company provides location based wireless marketing solutions to deliver digital content directly to consumers’ mobile phones and PDAs. Using Bluetooth technology, Breeze Tech’s products allow clients to either broadcast content to consumers within a specific location or enable users to download content by placing their handset against a Touchpoint. The technology is used in poster advertising, retail outlets and at exhibitions and events.

##### **Blockbuster**

Bob Gray 0418 924 664  
Franchise Owner  
[www.blockbuster.com.au](http://www.blockbuster.com.au)

Blockbuster is a world leader in the video rental industry, Blockbuster® Inc. and its subsidiaries operate in 27 countries, with over 8,000 outlets. Over 1,500 of these outlets are franchise stores. There are currently in excess of 400 stores operating in Australia. Blockbuster is considered by many to be the most influential force in the Australian video industry.

##### **Sales Management Systems**

Andrew Dalton 0428 866 441  
Managing Director  
[www.salesmanagementsystems.com.au](http://www.salesmanagementsystems.com.au)

Sales Management Systems is a specialist provider of SMS and Bluetooth marketing solutions for Australian businesses. Based in Western Australia, Sales Management Systems are committed to finding new and innovative ways for businesses to effectively communicate with their staff and customers.