

## **Fiat uses new technology to interact with the consumer**

Fiat is using new technology to promote the upcoming launch of the new Fiat Punto at this year's Brisbane Motor Show. The back wall of the Fiat stand has been transformed into an 'interactive zone', allowing visitors to download various types of content to their Bluetooth enabled mobile phones or PDAs. By placing their handsets on different 'touchpoints' on the wall, visitors can download images and a video clip of the Punto as well as the Fiat logo and a calendar reminder of the Punto launch date.

The product is the brainchild of Breeze Tech – a Scottish-based company which has recently expanded to Australia. Their product, Breeze Touchpoints, can be integrated into any element of the stand, giving exhibitors the potential to interact with visitors, and differentiate themselves from competitors. Breeze Tech Pty Ltd Australian Director, Claire Gunn, says "our technology enhances the customer experience for visitors at the stand and enables exhibitors to interact with attendees in an engaging and innovative way".

The technology was trialed by Fiat at the Melbourne Motor Show earlier this month and due to its success, is now also being implemented at the Brisbane Motor Show in March.

To download the content, attendees simply place their Bluetooth enabled device against the Touchpoint and the data is transferred to their phone. No personal information is taken during this process and it doesn't cost the customer anything – the content is free to download. The software also reports back at the end of the event on the number of different files downloaded.

Ross Meyer, National Marketing Manager for Alfa Romeo and Fiat said the Breeze Tech technology uses a new marketing medium to enable customers to easily experience what Fiat has to offer and makes them aware of the launch of the new Fiat Punto in Australia later this year."

Claire Gunn says the technology is not just used at exhibitions, but can also give advertisers a new way of interacting with their target audience – The Touchpoints can also be integrated into outdoor advertising sites to enable advertisers to transform a static poster campaign into an interactive experience for the consumer. It can send multiple different types of content such as images, video clips, mp3 files, ebusiness cards, evouchers, calendar reminders, games etc.

"We are working closely with design agencies and advertising agencies as well as media groups who can now offer this technology to their clients, bringing an outdoor campaign to life and enabling the consumer to truly interact with the brand. And with our reporting, clients know exactly how many consumers have interacted with the poster site over the given campaign period" Claire Gunn added.

### **Further information**

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