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**Automatic e-business card offering
a "success"
at Sydney Motor Show**

It's estimated that nearly 90% of all Sydney Motor Show attendees who visited the Lexus stand and whose Bluetooth enabled mobile phones were automatically offered a Lexus business card, now have the e-business card stored in their address book.

Lexus used software developed by Scottish firm, Breeze Tech, to offer an electronic business card to visitors who approached within a few metres of the Lexus stand. Recipients had the option to accept or reject the offering - and if accepted, could choose to store the card in the phone's address book.

A simple transmitter and lap top, loaded with Breeze Tech's software did the hard work for the duration of the Motor Show.

The results, just tabulated, indicate broad acceptance of the concept.

Breeze Tech Australian Director, Claire Gunn, said that of the 14,063 attendees with Bluetooth-enabled devices who were offered the business card, 88% accepted while 12% declined.

Ms Gunn points out that not all devices can report back on how the customer has chosen to respond. However, given the sample size of those devices which do, she believes the acceptance rate for devices unable to report back would be very much the same.

Lexus was the only exhibitor to use the technology at the Motor Show. Breeze Tech ensures there is a point of differentiation - hence, only one exhibitor at any single exhibition, conference or show is licensed to use the technology.

Ms Gunn says the e-business card is an obvious marketing tool but it's the associated benefits that can be derived from the exercise which adds value.

She says they include:

- ◇ exhibitor contact details are stored in customers' mobile phones and because many Bluetooth devices are synchronised with home/office PCs the card may also be stored in the customer's central address book.
- ◇ Initiating and facilitating sales dialogue with the attendee at the stand
- ◇ Reaching attendees who are unable or don't want to speak to a rep at the stand
- ◇ Differentiating from other exhibitors as only one exhibitor is licensed to use the technology
- ◇ Impressing customers with a first to market technology
- ◇ Reinforcement of the exhibitor's brand - the logo is included on the card
- ◇ Increasing client referrals - easy for customers to forward the business card to friends/colleagues, giving the business card the potential to network by itself.

"We are really delighted - both with the overall numbers and in particular with the very high acceptance rate."

Claire Gunn says Breeze Tech is currently marketing a number of applications for the product into areas such as car dealerships, hotels and leisure industry, hairdressing salons and dental surgeries.

“We see a big use for this technology - in addition to sending out ebusiness cards , it can be used to send individual appointment details and reminders to customers and our initial forays into this area have yielded a good deal of interest,” added Ms Gunn.

‘One of the advantages in using Bluetooth is that, unlike SMS, the sending and receiving of appointments is free’.

Further information

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