

Motor show exhibitors to extend reach automatically

Attendees at this year's Sydney Motor Show who come within about 15 metres of the Lexus stand and whose mobile phones are Bluetooth enabled, will automatically be offered an electronic business card.

The attendee will have the option to either accept or reject the business card, and if accepted, the card will be added to the phone's address book. The recipient will then have accurate contact details readily to hand for future reference. A simple lap top loaded with Breeze Tech's software will use Bluetooth technology to automatically send an e-business card to every Bluetooth enabled phone or PDA that approaches either the Lexus stand.

The product is the brainchild of Breeze Tech - a Scottish-based company. Australia is among the first markets to be targeted outside the UK.

Breeze Tech Pty Ltd Australian Director, Claire Gunn, says the company is particularly targeting the conference and exhibition markets because of the product's flexible applications.

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

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
- ◇ Reinforcement of the exhibitor's brand - the logo is included on the card
- ◇ Easy for customers to forward the business card to friends/colleagues, giving the business card the potential to network by itself

"We are careful to ensure there is a point of differentiation - hence, we give exhibitor exclusivity by licensing the technology to only one user at any single exhibition, conference or show," Claire Gunn added.

The system works through a simple arrangement using a laptop which uses a Bluetooth transmitter. As soon as any mobile phone or PDA comes within about 15 metres of the laptop, an e-business card is automatically sent. It will never be sent to the same person twice.

Claire Gunn says Breeze Tech is currently expanding the number of applications for the product into areas such as hotels and leisure industry, hairdressing salons, dental surgeries, real estate.

"We see a big use for this technology - in addition to exhibitions, for instance, 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'.

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Further information
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