



Press Release
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Advertisers connect through transit advertising

Throughout November and December, Breeze Tech's Bluetooth Broadcast product is being used by Nokia to deliver content via Bluetooth to commuters' mobile phones on buses across Sydney and Melbourne.

The technology, developed by Breeze Tech, the leading Bluetooth marketing company in Australia, enables advertisers to offer content to mobile phones via Bluetooth. Buspak (a division of APN Outdoor) is working with Breeze Tech, to deliver their product across the APN Outdoor national bus advertising network, enabling clients to add an interactive element to interior bus advertising and engage consumers with their brand.

Using the technology, Nokia offered passengers on inner city Sydney and Melbourne buses the opportunity to download free mp3s to their phone.

Advertising inside the bus will advise passengers to activate Bluetooth on their phones to download the content and once activated, the mp3 will automatically be offered to the consumer's handset using Bluetooth technology. The passenger has the option of accepting or declining the message, and the information is offered only once, although the campaign is kept fresh by offering a different mp3 each week. Importantly for the customer, no personal information is captured as the technology uses Bluetooth to send the information, not the mobile phone number.

Breeze Broadcast also reports back at the end of the campaign on the number of messages sent, accepted and declined over the campaign period - this valuable information enables advertisers to gain detailed metrics in terms of the number of customer interactions, and a better understanding of the overall reach of their campaign.

Claire Gunn, Director of Breeze Tech states "We are extremely pleased to be working with Nokia to deliver a truly interactive campaign in the transit advertising environment. Nokia is using a range of music content to engage customers and create a unique experience for commuters in Sydney and Melbourne. This campaign really illustrates how Breeze Broadcast can be used to enable marketers to achieve a more personal interaction with customers by delivering relevant content and creating a positive brand association".

Notes to Editor

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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.