

Press Release
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ADMA Forum wows visitors with Bluetooth technology

For the first time in the event's history, a new feature was added to last week's ADMA Forum at Sydney's Convention and Exhibition Centre in Darling Harbour - **the Mobile Marketing Pavilion**. The Pavilion provided visitors with insights into new ways of targeting consumers via the mobile channel and brought together some of Australia's leading mobile service providers.

Delegates were even able to experience mobile marketing first hand, by downloading an ebrochure to their mobile phone via Bluetooth detailing the entire conference and exhibition schedule.

ADMA worked with Bluetooth marketing company, Breeze Tech, to create a mobile edition of the conference and exhibition guide. The ebrochure contained the conference timetable, details of speakers and topics in the Seminar Pavilion, information on the new Mobile Marketing Pavilion feature as well as a list of all the exhibitors.



Visitors and delegates simply activated Bluetooth at the Conference and Exhibition registration desks to download the ebrochure to their handset. Signage advised consumers' to activate Bluetooth on their phones to download the content and once activated, the ebrochure was automatically offered to the consumer's handset using Bluetooth technology. Delegates had the option of accepting or declining the message and no personal information was captured.

Rebecca Newnham, Project Manager for ADMA said “Delivering a mobile edition of the conference and exhibition guide via Bluetooth allowed us to demonstrate new channels available to marketers for communicating with their target audience, and was a great way to introduce our new Mobile Marketing Pavilion feature in the exhibition arena. We received excellent feedback from the delegates and visitors who really saw the benefits of having all this information stored in their mobile phone”.

Claire Gunn, Director of Breeze Tech added “Being the Bluetooth Marketing sponsor at the ADMA Forum, enabled us to showcase to marketers how Bluetooth can be used to deliver relevant and valuable content to consumers’ mobile phones. By experiencing Bluetooth first hand, delegates were able to see how Bluetooth marketing can really engage consumers with their brand and create a personal interaction via the mobile device”.

While the ADMA Forum has historically focused on more traditional marketing channels such as direct mail and email marketing, this year’s forum recognised the role of the digital age and its impact on the channel mix - the conference agenda focused strongly on digital marketing and the inclusion of the new Mobile Marketing Pavilion arena in the exhibition hall highlighted the importance of mobile marketing in the new marketing landscape.

Breeze Tech is a Bluetooth mobile marketing company with offices in Sydney and London. The company provides Bluetooth marketing solutions enabling brands to deliver digital content directly to consumers’ mobile phones. The technology is used in outdoor advertising advertising, retail outlets and at exhibitions and events.

Breeze Tech

Claire Gunn (02) 9810 5339

Director

cgunn@breeze-tech.com.au

www.breeze-tech.com.au