

Press Release
8th July 2008

JCDecaux implement national Bluetooth network

Breeze Tech has extended their Bluetooth distribution points in Australia through a partnership with JCDecaux which was announced today.

JCDecaux will be launching a Bluetooth network across their Innovate assets in Sydney, Melbourne and Brisbane on the 15th of July. The initial roll out sees Bluetooth capability added to 50 JCDecaux poster sites in high footfall CBD locations throughout Australia, with more planned for later in the year. The Bluetooth network enables JCDecaux to offer clients a mobile component to their out of home campaigns, reflecting the move towards integrating mobile with more traditional channels.

The Australian Rugby Union will be the first client to use the network with a Bluetooth campaign commencing on the 15th July promoting the launch of the Bundaberg Rum Rugby Series. The ARU is using Bluetooth at a number of Decaux sites throughout Sydney to increase awareness of the series by enabling consumers to download video clip to their phone.

JCDecaux's National Production Manager, Rose Farhart, stated "Adding Bluetooth capability to our sites was important for us to ensure we continue to challenge the conventions of outdoor advertising by offering clients interactive options to engage consumers. Many of our clients have already used Bluetooth and we want to ensure we can provide our clients with mobile capability on a national level going forward and at a cost that makes it viable".

JCDecaux's move to implementing a national Bluetooth network signals the potential for Bluetooth to become a more regular feature of advertisers' broader outdoor campaigns. This is becoming more of a reality now that Bluetooth penetration rates have increased and handset capability has improved to enable advertisers to deliver rich digital content.

Claire Gunn, Director of Breeze Tech, added "Our focus for the last year has been on working with our partners in the out of home sector, where Bluetooth has a natural fit. We have worked closely with JCDecaux over the past 12 months and it has been exciting for us to see an increasing number of advertisers using Bluetooth to add greater impact to their campaigns by engaging consumers through their mobile phone at out of home locations".

Breeze Tech

Breeze Tech is a world leader in 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, retail and exhibitions and event environments.

Breeze Tech

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