

SEARCH >>>

SEARCH ARCHIVES,
JOBS, AGENCIES, ETC..

★ SUBSCRIBE NOW TO
ADNEWS

AdNews

Australia's top selling advertising, marketing and media magazine

March 2, 2006 | 3:43 PM AEST

WELCOME

Yaffa Yaffa
Subscriber Website User

Update your details [here](#).

LOGOUT

HOME

AD AGENCIES

ADNEWS ARCHIVES

CAMPAIGNS

Diary

Awards

Jobs

Promotional Products

ADVERTISEMENT ▼

are you
paying
too much
for ads?

 www.p3.com.au

EMAIL UPDATE

REGISTER

Register to receive your email
updates from AdNews.



Get your outdoor creative
recognised: enter the ONE Awards
[here](#)

LATEST NEWS

Competition doubles for hypertags

SYDNEY: Aura Digital, previously the one company in Australia capable of providing the high-tech outdoor "hypertag", has lost its monopoly on the market.

Scotland-headquartered Breeze Tech is trialling a Bluetooth-enabled product of its own, which it may consider licensing direct to outdoor players themselves.

In Australia for the last year, Breeze Tech spent most of 2005 pushing its product suite to exhibitions, with clients including Lexus, Amcor and Yamaha. In the last month, however, it has trialled hypertag-type technology at the Melbourne Motor Show, for Fiat.

A wall of the Fiat stand was transformed into an "interactive zone", allowing visitors to download content to their Bluetooth-enabled mobile phone.

Adam Dunne, sales & marketing director of Aura Digital, said he welcomed the competition.

"The industry still recognises us as the pioneer of interactive wireless marketing in Australia and I think this is a really good thing for the market: for brands, for marketing agencies, and for the consumers to be able to experience interactive marketing," Dunne said.

"I only see positives in having them here. It's great for the industry."

Dunne, who is working on a new Bluetooth interactive product for release within the next few months, said the new competition may mean a drop in hypertag prices, but only if quality can be upheld.

"It's important that brands get value for their marketing spend, but the technology has to meet the expectations of client and consumer."

Claire Gunn, director of Breeze Tech in Australia, said she is now starting to meet with outdoor operators on how to best manage and price the product. Also in discussions with one shopping centre network, she said she would consider leasing the technology to out-of-home operators which they could then onsell.

HOT JOBS

**PR Senior Account
Director - Healthcare**
\$100K+

Amazing opportunity exists
for entrepreneurial-min...

Traffic Roles

1. Traffic Manager – ad
agency – fantastic brands...

**499 Client Service
Manager \$70,000 neg on
exp.**

An experienced design
account manager is needed fo...

**ACCOUNT EXECUTIVE -
PUBLISHING \$42,000 +
super + bonus**

Mix of admin support and ad
sales....

**Junior Account Manager &
Account Managers**
\$various

Account Managers x 3 I have
three excellent oppor...

Account Director to \$90k

Great opportunity with
fabulous integrated
agency....

**582 Marketing Manager -
6 mth Contract
(renewable) \$80,000+**

Our client is offering an
amazing opportunity for...

Media Planner/Buyer Neg

Well known media buying
shop is seeking an experie...

**Online Maketing Exec -
Finance \$55K**

Do you have a minimum of 3
yrs marketing exp, pref...

Copywriters \$90k

Exceptional copywriters
needed for some of
Sydney'...

Ed Harrison, general manager of outdoor operator JCDecaux, said he was "very happy" with Aura and hypertag, but that competition should stimulate the market.

"The more people we have who can deliver these technologies the better," he said.

"It's certainly the way forward. I don't imagine it will play an important part of outdoor for a while yet but it has a role – if the right brand and the right message all come together."

While the "crucial element" is ease of use to the consumer, Harrison said a close second was cost.

"I think it would naturally follow that the cheaper we can make these things the more take-up we are likely to have.

Currently, he estimates that those who choose hypertag as part of their outdoor campaign use it only in up to 15 locations, because of cost.

"But I guess ideally it would be every site, which might be 360 of them. Whether we can get those costs down I'm not sure but obviously that's the ultimate goal."

Story by: Victoria Lea

- 01 March 2006

[Home](#)

[Marketing Assistant and Marketing Manager \\$45K - \\$70K](#)

Growing mail order company are looking for experie...

[REGIONAL ASIA PACIFIC PRESIDENT](#)

International Media group seeks high profile Media...

[xx CLICK HERE FOR MORE JOBS xx](#)

QUICK POLL

QUESTION:

Will the Nine Network still be "the one" by the end of this year?

Yes

No

Don't care

VOTE

NEW CAMPAIGNS



[Mondays aren't safe anymore](#)

★ Emap [more>>](#)

PRINT EDITION HIGHLIGHTS

▶ **ONE AWARDS**

The outdoor advertising sector is booming but creative has often let it down. The inaugural winners of the ONE Awards show you how it's done.

▶ **CHALLENGING PRE-TESTING**

Creative pre-testing is a contentious practice at the best of times – a conference in London this month aimed to address these concerns, reports delegate Christine Blackburn.

▶ **SUPERMARKET CENSORS**

The Coles and Woolies supermarket duopoly isn't only striking fear into FMCG brands - the retailers' market stranglehold

allows them to censor magazine content and get away with it. AdNews reports.

▶ **ON SALE NOW**

» [SUBSCRIBE NOW](#)

[↑ back to top](#)

© 2006, Yaffa Publishing Group Pty Ltd.

created by 

[Contact Us](#) [Legal Information](#) [Advertise](#)