



**3rd Party Software Catalog for
Bluegiga Access Solutions**





3rd Party Software Catalog for Access Solutions

This is Bluegiga's 3rd Party Software Catalog for Access Solutions. The companies presented in this document offer add-on extensions and solutions for Bluegiga access devices. The support and pricing of these applications is done by the companies developing the software.

For more information about the softwares, please contact the companies presented in this catalog directly.

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Anoto Group AB

Anoto's Digital Pen and Paper technology enables digitizing hand written information to your PC in real time

Anoto Group is the company behind and world leading in the unique technology for digital pen and paper, which enables fast and reliable transmission of hand written text into a digital format.

Bluetooth wireless technology enables direct transfer of information wirelessly and in real time. The smallest *Bluetooth* access point in the industry, Bluegiga's Access Point 3201, provides the *Bluetooth* wireless technology to digital pen and paper solutions.

A digital pen system is simple to use. First you configure the Bluegiga Access Point and choose by which method it will send the information to your server, e.g. HTTP POST. Then you are ready to start writing on a paper with Anoto's patented dot pattern. Your

writing will be saved in the pen's memory and transferred via *Bluetooth* to the Access Point anytime by initiating the pen to transfer the data. solution based on Anoto technology

Anoto's innovative Digital Pen and Paper technology can be used in industries such as healthcare, banking & finance, transport & logistics and education.

More information

Anoto Group AB
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Dienteazul



dienteazul

un paso adelante en el marketing de proximidad



Dienteazul, nuevo editor visual para contenidos móviles

Dienteazul es una nueva plataforma de desarrollo online que permite crear aplicaciones multimedia navegables para terminales móviles de manera rápida, sencilla y fiable. El usuario puede descargar estas aplicaciones a su móvil y las consulta cuantas veces quiera sin conectarse a ninguna red.

El entorno de trabajo es único, con tecnología Drag&Drop&Configure, donde el usuario simplemente arrastra y suelta los elementos que desea sobre la ventana de trabajo, sin teclear código, y configura las diferentes opciones gráficas a través de menús contextuales y desplegables.

Esta potente plataforma de trabajo está orientada a agencias de publicidad y profesionales del marketing mobile, que a través de un sencillo entorno gráfico pueden crear contenidos navegables, como

catálogos o promociones, que incorporen elementos multimedia como animaciones, vídeos, fotos, mapas, menús desplegables así como herramientas de redistribución de la aplicación a otros usuarios.

Esta filosofía de trabajo permite unos tiempos de desarrollo inigualables y unas modificaciones y ajustes en los proyectos inmediatas, facilitando una distribución instantánea de las aplicaciones a los puntos de emisión de las campañas, sean estos emisores *bluetooth*, servidores sms o portales wap.

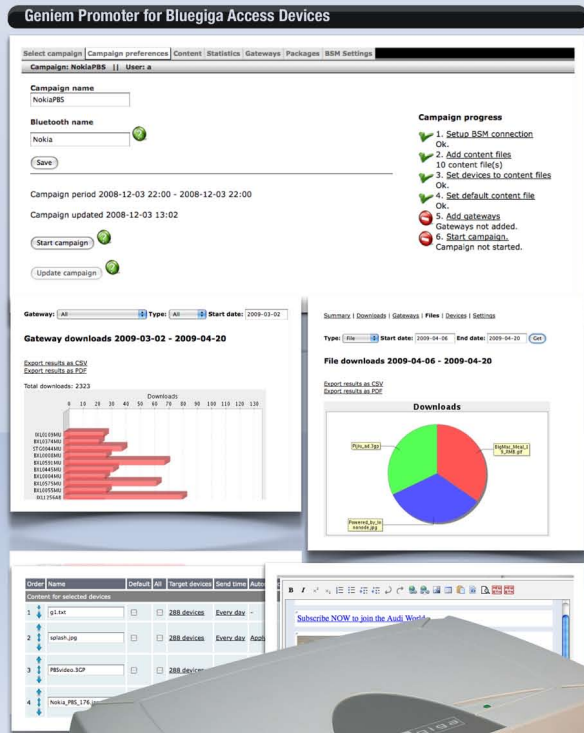
Dienteazul 1.0 es una plataforma online licenciable a usuarios que ahora podrán desarrollar y gestionar sus propios contenidos y aplicaciones para móviles de manera sencilla, rápida y eficaz.

Más Información

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www.dienteazul.es



Easy-to-use *Bluetooth* Campaign Manager for Bluegiga Access Devices

Are you doing marketing campaigns with Bluegiga Access Devices? Does BSM alone seem too technical for the task?

With Promoter you can create great *Bluetooth* campaigns via Web:

Now with the integrated content editor you can build great looking offline mobile HTML files as restaurant menus, event agendas, list of offers etc. Promoter is simply the best marketing tool available for Bluegiga devices today.

Simple campaign editor and scheduling tools

- ▶ Integrated editor to create great looking offline mobile HTML sites
- ▶ Integrated image resizer to set pics fit the target phone
- ▶ Send multiple files and change order easily

Flexible options to create winning campaigns

- ▶ Create online and offline campaigns (use USB to load campaigns and fetch stats)
- ▶ Wizard to guide you through the process so you know it works!
- ▶ Extensive 500+ phone database with all key phone features mapped

Amazing statistics in few clicks

- ▶ Great statistics pie charts to visualize the campaign results
- ▶ One-click reports for campaign summary, breakdown by phone model, manufacturer, sent file, per access device and more
- ▶ Print pdf reports with your customer logo or export as csv file

Just plug-in your Bluegiga devices to the Promoter service and start making campaigns and focus on your core business.

Try out the free demo of the promoter at <http://dev.geniem.com/promoter/> with demo/demo access codes. We also provide instructional videos on Youtube how to get started.

Learn why companies like JCDcaux, Audi, Nokia and Universal Music run campaigns via Promoter.

Order now and get:

- ▶ FREE hosted Bluegiga BSM included in every order!
- ▶ Order easily via Paypal and get started in no time
- ▶ Hosted on reliable Amazon EC2 servers
- ▶ Only 12,5 € per month per connected device, includes support and new phone updates!

Order Now at www.geniem.com/promoter

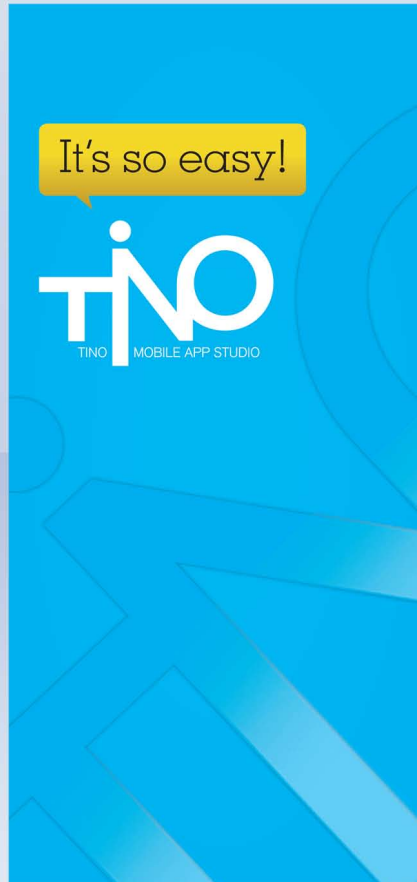
More information

Geniem Oy Finland

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www.geniem.net/promoter

Golden Gekko



Create high quality mobile apps in 5 easy steps online with the Tino Mobile App Studio

Tino enables everyone to create powerful, attractive mobile applications using a variety of content, external feeds, and rich media. So simple, no programming, just point and click! Create compelling apps in as little as 30 minutes!

Tino is designed for users with no technical knowledge and has been designed for use in both business and consumer environments.

Tino is unique as it reduces the cost and time investment for mobile applications to become part of a solid, integrated marketing and business strategy.

Tino is constantly evolving and coming out with new, rich features. Here is just a snapshot of what you can build into a mobile app with Tino

- ▶ Embedded audio
- ▶ Embedded video
- ▶ Questionnaires/forms with reporting capability on answers
- ▶ Embedded hyperlinks behind standard & banner images
- ▶ Embedded animated gifs
- ▶ Three menu & sub-menu types: list/carousel/grid views
- ▶ Click-to-call
- ▶ Embedded hyperlinks to mobile sites
- ▶ RSS/XML/Twitter feeds
- ▶ Links from one page to any other in an app
- ▶ Click-to-SMS
- ▶ Embedded background image
- ▶ Multiple images on a single page
- ▶ Send-to-a-Friend

It seems everyone wants a mobile app these days so why not provide your customers with

what is now become an essential component to all marketing campaigns.

Apps are exciting, easy to use, accessible and fun. With Tino Mobile App Studio virtually anyone can produce mobile apps that work on billions of mobile phones around the world at a fraction of what it normally costs.

YOUR FREE ACCOUNT

Anyone can sign up and begin creating test apps at no charge. Please go here to sign up for your free Tino account:
<http://www.tinomobile.com/signup>

More information

Golden Gekko

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Huetouch Ltd.

Bluetooth marketing campaigns via Huetouch

UK based Huetouch Ltd has created the first white label interface for proximity marketing using a specially designed solution for the Bluegiga Solution Manager (BSM) platform.

This innovation gives resellers, such as marketing companies and creative design companies the ability to create *Bluetooth* marketing campaigns that can be remotely managed via Bluegiga Access Servers and BSM without needing any technical knowledge themselves.

Nicholas Maguire, MD of Huetouch Ltd said "We believe there are many advertising and marketing companies that would like to offer *Bluetooth* marketing in their campaigns, but have been put off by the technical challenges of configuration and deployment. With the new HUE M.S. platform these organisations can

concentrate on delivering effective campaigns whilst the Huetouch platform takes care of the entire technical configuration."

The management interface can be customised by resellers as their own, enabling their customers to login and view success statistics, configure campaigns in real-time and manage *Bluetooth* zones anywhere in the world.

More information

Huetouch Ltd.

UK

Contact person: Nicholas Maguire

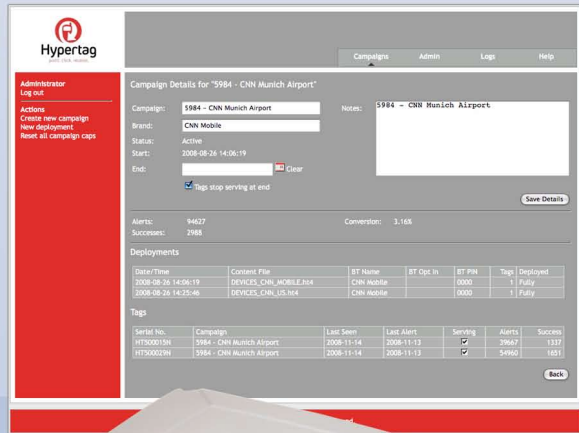
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Hypertag



Running a Proximity Marketing Campaign at Multiple Locations Simultaneously

Hypertag is a privately owned UK based software applications company that delivers a variety of award winning location based products, services and solutions worldwide from its offices in Cambridge. Hypertag was founded in 2001 and has built an enviable record in delivering solutions to its clients that include some of the world's biggest brands, advertising agencies and visitor attraction owners.

The Network Hypertag is the newest addition to the Hypertag product line. Based on Bluegiga's popular Access Server hardware, Hypertag has ported its in-house developed proximity marketing content server software suite to create the market's most advanced Proximity Marketing Solution available on the market today.

If a major proximity marketing campaign is run at multiple locations simultaneously, individual Network Hypertags are connected as a campaign group to a centrally managed data centre running the Hyperhub Network Management System (NMS). The Hyperhub NMS enables the remote management of a Hypertag group using the Internet or via GPRS data link, if no Internet connectivity is available.

Using the Hyperhub Management System, multiple Network Hypertags can be deployed across country boundaries enabling a true global proximity marketing campaign.

More information

Hypertag UK

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M-HUNTER



M-HUNTER
mobile marketing

marketing móvil fácil



www.managerbluetooth.com
Intuitivo software para crear y administrar tus campañas sobre los access servers de Bluegiga



www.managerapplications.com
Crea tus propias aplicaciones para móvil en pocos minutos y envíalas desde los access servers de Bluegiga



M-HUNTER lanza un paquete de soluciones de Marketing *Bluetooth*: M-BLUE + MAB con el objetivo de facilitar la creación de acciones *Bluetooth* y sus contenidos móviles

La empresa española M-HUNTER ha creado M-BLUE un software para crear y administrar campañas de marketing *Bluetooth*. M-BLUE se instala sobre en los ACCESS SERVERS de Bluegiga y ofrece al usuario una interfaz totalmente amigable sobre la que administrar sus campañas en pocos minutos de una forma fácil y accesible para todo tipo de usuarios

Este novedoso software permite:

- ▶ CREAR UNA CAMPAÑA EN MENOS DE UN MINUTO
- ▶ CONFIGURAR MODO ENVÍO Y MODO RESPUESTA
- ▶ REALIZAR SORTEOS
- ▶ ACCEDER A ESTADÍSTICAS
- ▶ GESTIONAR CAMPAÑAS SIMULTÁNEAS
- ▶ CONFIGURAR FÁCILMENTE LAS CONEXIONES: WIFI, GPRS,...

Asimismo ha desarrollado MAB, un potente software que permite crear intuitivamente tus propias aplicaciones móviles a través de un entorno gráfico y amigable. Ahora podrás desarrollar tus guías, agendas, catálogos de forma rápida y sin depender de nadie.

El objetivo de M-HUNTER es crear soluciones para que cualquier persona sin necesidad de tener conocimientos previos pueda configurar y administrar sus campañas de marketing *Bluetooth*.

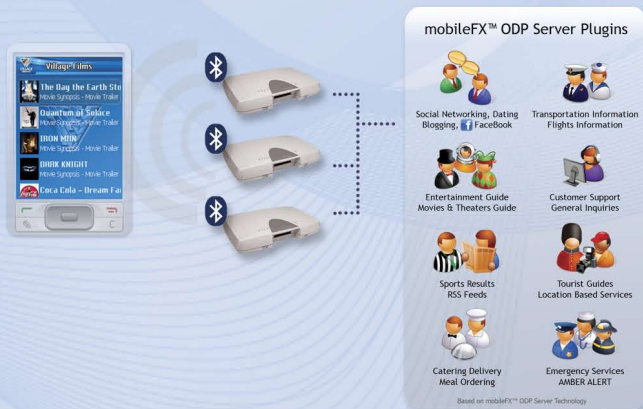
Descárgate más información en:

http://www.m-hunter.com/downloads/M-BLUE_DISTRIBUIDOR.pdf

Más Información M-HUNTER España

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www.managerbluetooth.com
www.managerapplications.com

mobileFX



mobileFX is a software company based in Greece. The core business offers several products and services concentrated on wireless and broadband telecommunications, including wireless applications development and outsourcing, and mobile marketing and advertising campaigns.

mobileFX™ provides Technology to the following Marketing Areas:

Mobile Marketing

Mobile marketing is meant to describe marketing on or with a mobile device, such as a mobile phone (this is an example of horizontal telecommunication convergence).

Proximity Marketing

Proximity marketing is the localized wireless distribution of advertising content associated with a particular place. Transmissions can be received by individuals in that location who wish to receive them and have the necessary equipment to do so.

Digital Signage

Digital signage advertising is a form of out-of-home advertising in which content and messages are displayed on digital signs, typically with the goal of delivering targeted messages to specific locations at specific times.

With mobileFX™ Products and Services you can create, deploy and manage Marketing Campaigns that interact with your consumer base at a Personal Level; you can measure customer loyalty and response, establish brand awareness and above all offer true Added Value Services through unique cutting-edge innovative technology.

mobileFX™ Products in a nutshell:

Mobile Marketing Software Rapid Prototyping Designers and Server Systems for developing, deploying and monitoring Mobile Marketing Campaigns.

- ▶ mobileFX™ Studio | mobileFX™ Arcadea | mobileFX™ ODP Writer | mobileFX™ SMS Gate

Proximity Marketing Software State-of-the-art Management Systems for deploying *Bluetooth®* Proximity Marketing Campaigns for Malls, Retail Chains, Cinemas, Airports, etc.

- ▶ mobileFX™ BlueGate | mobileFX™ ODP Server | mobileFX™ MovieGate | mobileFX™ AdverGate

Digital Signage Software Out of Home Advertisement and Information Broadcasting Systems.

- ▶ mobileFX™ SignGate | mobileFX™ BlueSign

More information
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OneSixty BV

access points content manager campaign manager profile support sign out

Welcome in the new and improved BT Manager!

Access points overview

Access Point	Status	Campaign	Sent Files	Last connect
OneSixty 02	offline	000	256	2009-10-27
OneSixty 03	online	0000	46	2009-10-29
OneSixty 05	offline	No campaign	507	2009-10-27

Edit Access point - ID 1806060421

Name: Previous OK, send again after: (sec)

Range: Previous Failed, try again after: (sec)

Whitelist function: No reaction given, try again after: (sec)

Bluetooth Class: Save blacklist:

Compact flash:

Statistics for

Selecteer type statistieken

Campaign:

Day:

Month: November

Type:

Top 5 - Vendor

Vendor	Percentage
Nokia	72%
Samsung	12%
Sony Ericc	9%
Alcatel	9%
LG	3%

600

8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23

Creating *Bluetooth* marketing campaigns has never been so easy

BlueSixty is the trade name of mobile marketing company OneSixty BV operating from the Netherlands. With many years of experience with various mobile marketing disciplines OneSixty decided to develop their own *Bluetooth* marketing manager (<http://www.btmanager.nl>) to control Bluegiga Solution Manager (BSM) and Bluegiga Access Servers.

With the auto content converter it will scale every image automatically to each available screen size. It enables you to plan sophisticated marketing campaigns and to change content on the fly as well online as offline. Creating a *Bluetooth* campaign with the BSM becomes as easy as sending an email message.

Guided by their own experiences, BlueSixty

developed the software white label, which enables resellers to brand the software like it's their own product. Real-time statistics give customers direct insight in the effectiveness of their campaign.

More information

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The Netherlands

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ROLLCOMM

A New Way to Pay

Secure and simple *Bluetooth* wireless application makes retail sales an extension for ROLLCOMM's cell phones

ROLLCOMM is a Hungarian company that offers global mobile device-based solutions in two core areas: communication and payment. ROLLCOMM has developed a wide product family for payment, local marketing and peer-to-peer communication.

ROLLPAY is an innovative and elegant payment solution that is a wireless alternative to cash, check or credit card payments. Users open a billing account with a ROLLPAY partner and download the ROLLPAY application to their cell phones. The secure wireless *Bluetooth* connection allows users to pay via cell phone and the payment is automatically billed from user's account.

"There are several wireless communication technologies available today, but the choice

of *Bluetooth* was pretty obvious to us. It is standardized, versatile, reliable, easy to use and inexpensive.", says Robert Szabo, the CEO. "We chose Bluegiga's technology for our terminals, because it supports several transmission technologies, not just *Bluetooth*. It also has a wide array of *Bluetooth* features and it can support 21 simultaneous connections. ROLLCOMM is also very impressed with Bluegiga's professionalism and their ability to support their partners.

More information

ROLLCOMM
Hungary

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Whatamap.com Ltd.

Whatamap.com combines *Bluetooth* wireless technology with their mobile site map delivery function

Local maps help people in finding things around them. GPS phones and trackers enable users to know the location of their children, friends, elderly, pets and vehicles. Local maps are used in theme parks, skiing resorts, zoos, nature areas, festivals, shopping centers, airports and city centers. Whatamap.com provides technology for mobilizing local maps. Users are able to download a map to their mobile phones by using *Bluetooth* wireless technology. The *Bluetooth* wireless technology is provided by Bluegiga's Access Server.

For example, when you visit Finland's famous amusement park, Linnanmäki, visitors receive a mobilized map to their mobile phones. The map is sent from the Bluegiga Access Server and requires the mobile phones to have *Bluetooth* on. Downloading the map is free of charge.

Companies can send their maps and content to Whatamap.com's Map Mobilizer™. The map types vary from museum maps to subway maps for cities worldwide. In addition, as output information, it is also suitable to various phone models.

More information

**Whatamap.com Ltd.
Finland**

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www.whatamap.com





XOFTO

Multiplayer Advert Games in various locations

XOFTO is a Polish company that operates in the mobile and entertainment markets. The company developed a product, which combines these two areas.

BlueBomber is a mobile, multiplayer and real time game. Players are able to play with different types of handsets equipped with a *Bluetooth* device. The *Bluetooth* connection is received from Bluegiga's Access Server and the players should be near by it. One access server allows up to 15 players at one time. The player chooses from three different areas to compete with 1-4 other players. The multiplayer with real time game creates BlueBomber dynamic and uniquely entertaining for users.

BlueBomber is used as a marketing tool. The first objective is to attract people to the preferred location, for example, a pub, a

restaurant or a shop. The second objective is to raise positive feelings and associate them with the advertised brand. This is accomplished by making the game an advertisement. For each specific customer, XOFTO adds a splash screen with the customer's brand and product placement into the games. The game advertising has received positive feedback from players.

More information

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Poland

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www.xofto.com



Bluegiga Solution Manager (BSM)

Bluegiga Solution Manager (BSM) is a web-based remote management and monitoring platform for Bluegiga Access Servers. By using BSM, you can simultaneously upgrade, monitor and configure a large number of Bluegiga Access Servers, instead of configuring each device one-by-one.

- ▶ Provides remote management of Bluegiga Access Servers
- ▶ Enables managing the *Bluetooth* marketing applications (ObexSender)
- ▶ Simple graphical user interface
- ▶ Can be used over LAN, GPRS, or any other Internet connection type
- ▶ Communicates by using secure, encrypted network protocols
- ▶ Works seamlessly through firewalls
- ▶ Enables remote upgrades of Bluegiga Access Server software and content
- ▶ Available APIs enable complete look and feel customization
- ▶ User permissions can be tailored to provide different levels of user accounts

Features	AS 2291/2292/2293	AP3201
Bluetooth specification	2.0/2.1 + EDR	2.0/2.1 + EDR
Bluetooth class	1 (Configurable to Class 2)	1 (Configurable to Class 2)
Number of connections	Up to 21	Up to 7
Range, line of sight	200m	200m
Antenna	Internal or external	Internal or external
Temperature range	0° to +60°	0° to +60°
Maximum throughput	2,1Mbps	2,1Mbps
Integration	Housed or OEM in PCB form	Housed or OEM in PCB form
Interfaces	ETH, CF, USB, RS-232, 14GPIO	ETH, USB
DC input	9-24 VDC	9-24 VDC
AFH supported	Yes	Yes
Network management	BSM, web interface, SSH	BSM, web interface, SSH
Memory	32MB RAM, 32MB Flash	32MB RAM, 16MB Flash
Bluetooth module	Bluegiga WT11-A/E	Bluegiga WT11-A/E
Certifications	<i>Bluetooth</i> , CE, FCC and IC	<i>Bluetooth</i> , CE, FCC and IC
Ability to host applications	Yes	Yes
Operating system	Linux	Linux
Weight	364 g	74 g
Size	220x150x30mm	90x59x30mm
Profiles	SPP, OBEX OPP, OBEX FTP, PAN, LAN Access, DI, HDP	SPP, OBEX OPP, OBEX FTP, PAN, LAN Access, DI, HDP