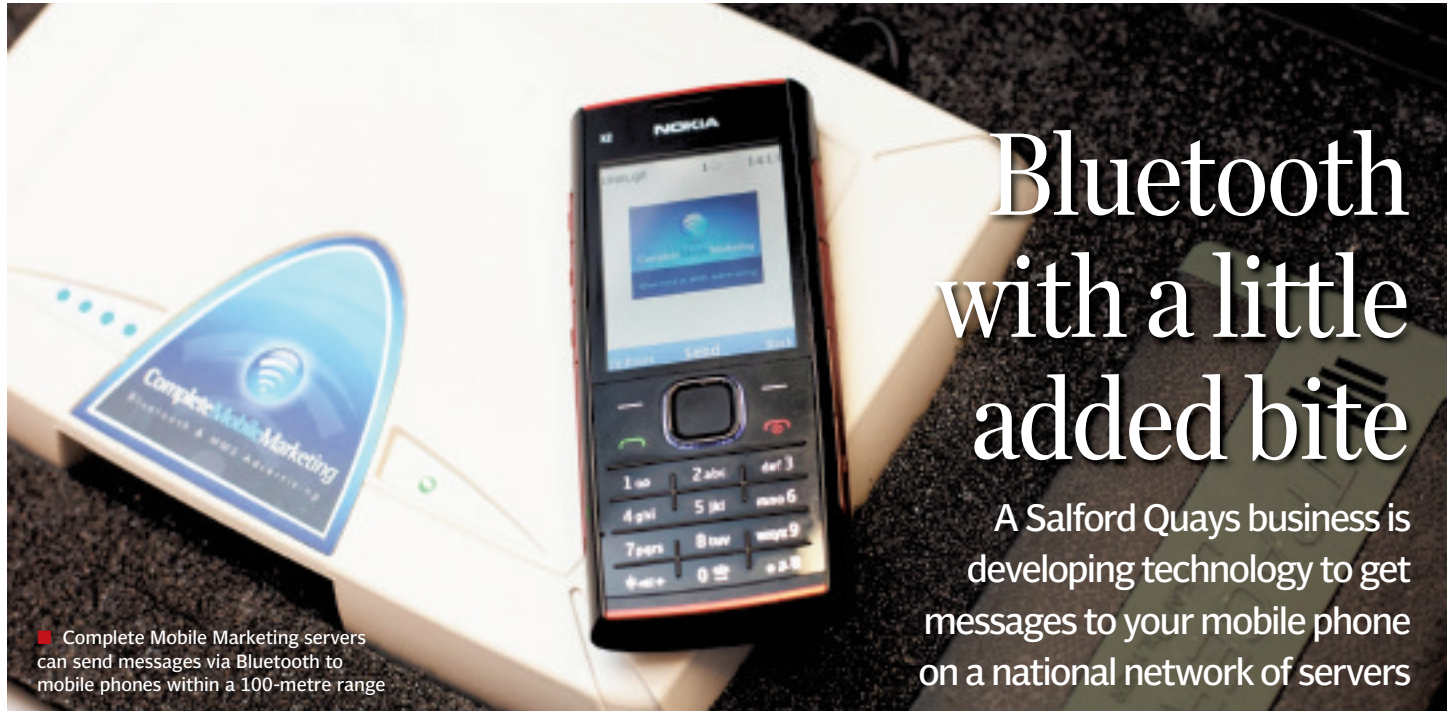


## Innovation

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# Bluetooth with a little added bite

A Salford Quays business is developing technology to get messages to your mobile phone on a national network of servers

Complete Mobile Marketing servers can send messages via Bluetooth to mobile phones within a 100-metre range

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**A** MARKETING company is building a national network of servers capable of sending advertising messages to potential customers via Bluetooth.

Complete Mobile Marketing has invested £500,000 to install 1,000 servers which can broadcast via Bluetooth wireless.

Utilising a technique known as proximity advertising, CMM's investment will allow users to notify people with Bluetooth-enabled phones of promotional deals and offers.

The system can send targeted messages to anyone within 100 metres of a server.

Consumers are able to opt in or out of receiving messages.

The Salford Quays-based business, which was founded last year by director Martin Halsall, currently has a staff of 12 and will double its workforce over the next year to cope with its rapid growth.

He said: "I came up with the concept a number of years ago and I could see the huge potential of mobile technology to help organisations communicate with their audiences directly and instantly.

"I believe that in the not too distant future, people will expect to receive information relevant to their surroundings on the screens of their mobile phones. This will be regardless of the communica-

tion network they are connected to and the type of device they have.

"For the consumer, it's about the usefulness of the content and with geographic relevance comes a new level of compelling and useful, even critical content.

"At the sports stadium it might be an action replay, or at a festival or concert it might be the schedule."

CMM works with UK charities, including Missing People, Crimestoppers and NHS Organ Donation, to distribute information, education and fund-raising messages.

Crimestoppers used the system to publicise a campaign to apprehend Merseyside's most wanted criminals, broadcasting mugshots to mobile phones at Liverpool and Everton football matches.

CMM says that the CSR benefits of the system have proved attractive to businesses who have been keen to host servers on their premises, which can then also be used for commercial promotions for a fee.

