



Zseries

automatic proximity marketing system



What is Zonablu[®]?

ZONABLU[®] is the area covered by a Bluetooth-operated **proximity marketing** system. Within this area the system transmits messages to Bluetooth enabled mobile phones, free of charge.

The potential clients receive information about products, promotional offers, news, opening hours, competitions, and events etc. All this within a radius of between 10 and 100 meters, measured from the centre of transmission.

Specify the type of message and the time you want it sent via Bluetooth with Zseries Campaign manager. The receiver of the message can view it and then forward it on to other mobile users outside the Zonablu[®] that way the message will spread beyond the covered area.



How does Zonablu[®] Zseries work?

Zonablu[®] Zseries is a combination of Hardware and Software, that allows to send messages to any mobile phone equipped with Bluetooth, when a user enters the Bluetooth covered area.

The Zseries Campaign Manager software makes it easy for you to create effective marketing campaigns on the Zseries devices.

This software is included in the price of Z7x and Z21x devices.

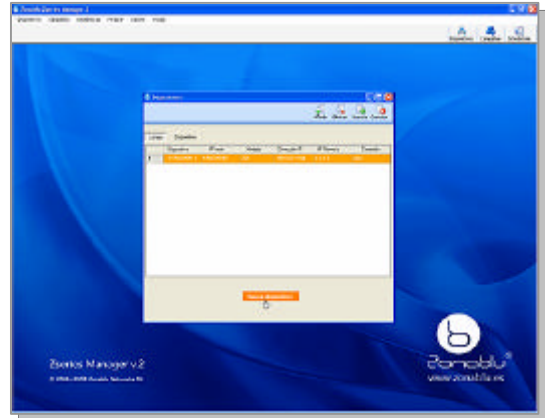
The software can be installed on an unlimited number of pc's.

The Zseries Campaign Manager allows you to control all aspects of the campaign, such as: -

- ✂ Senders name.
 - ✂ Covered range.
 - ✂ Delay between scanning for new Bluetooth devices
 - ✂ Delay between repeating message to the same device.
 - ✂ Delay between different files being sent to the same device.
 - ✂ Delay between failed message resending.
- ✂ Upload of unlimited number of campaign files in different formats: text messages, images, animated images, Vcards, video and Java applications...



- ✂ Setup campaigns specifying hour interval and weekday for each campaign file.
- ✂ Configure and manage several campaigns for later upload to the devices.
- ✂ Network settings. Specify IP and Subnet addresses.
- ✂ GPRS configuration.
- ✂ Statistic filter on date, campaign name and number of detected devices.
- ✂ Number of messages received.
- ✂ Number of failed messages.
- ✂ Printable reports.



Zseries devices have been designed to work totally independent from your PC. They only need to be connected to a PC /PC network to access them by Campaign Manager software.

How do I setup a campaign?

To set up a campaign you need to connect with the Zonablu[®] Zseries from any PC with an Ethernet connection (optional trough: Internet, Wi-Fi or GPRS).

With the Zseries Campaign Manager software installed on the PC you can now start setting up your campaign.

The campaign manager software Zseries Manager will **ONLY** work with devices bought directly from Zonablu[®] or one of our distributors.

What is the best way to use Zonablu[®] Zseries?

Zonablu[®] Zseries is a Bluetooth marketing system, that has been designed to run advertisements and marketing campaigns in commercial environments. The system has been designed to work autonomously and can be deployed quickly and easily.

One of the great things about the Zseries is that it can send images, video and text that directs potential customers towards your business and away from the competition.

Here are the most commonly used venues:

Trade Fairs and Conventions

Event Organiser

Send information directly to all exhibitors at your event (opening hours, special events and safety information). Alternatively you can create Bluetooth information zones, these are small zones that visitors can enter when they want more information on a specific item.

Exhibitor

Turn your exhibition area into a Zonablu[®] coverage area.

Exhibitions are a great place to get new business, why not turn your stand into a Zonablu[®] coverage area.

Nothing makes it easier to get your message in front of potential customers than the Zonablu Zseries. Not only can you send pictures, animated gifs and even video you can also send your address, web and telephone details directly into potential customers mobile phone address books.

Discos and Bars

With a Zonablu[®] coverage area inside your business you can create special promotions on selected beers and lagers, inform customers of special events, quiz nights and happy hours.

Zonablu[®] covering outside can promote your business 24 hours a day sending messages to everyone who enters your Bluetooth zone, passers by and even customers waiting in line.

Hotels

Zonablu[®] in your hotel can be welcome all guest on arrival with bar opening hours, breakfast times and the hotel telephone number in case of emergencies. Additional third party information can also be sent such as (Weather, points of interest, tourist attractions, trips, restaurants etc).

Commercial areas / Malls

Setting up a Zonablu[®] coverage area in a shopping mall will give shoppers a state of the art impression. Shoppers can be kept informed of all promotions and special offers.

Shops and small businesses

With a Zonablu[®] coverage area you can:

Attract the attention of all clients that pass by your business in a radius of 100 meters.

Transmit offers and information to your potential clients 24 hours a day.

Initiate viral marketing campaigns to all your potential customers.

Cinemas

While the clients are waiting for the movie to start or standing in line to buy tickets you can send them a Vcard with your telephone number and actual movie trailer of upcoming movies etc.

Public transport / Buses

A Zonablu[®] device can forward information and publicity to people waiting in line or onboard your vehicles.

Technical data **Zonablu zseries:**

Main features:

- Dimensions:
 - Length: 22cm.
 - Width: 15cm.
 - Height: 4cm.
- Up to 7/21 simultaneous Bluetooth connections.
- The Zonablu[®] zseries can communicate through:
 - Bluetooth
 - Ethernet
 - Wi-Fi, GSM, GPRS with an external CF card, not included.
 - USB, RS232 and GPIO.
- Incorporates filtering firewall.
- All Bluetooth and API profiles supported.
- Radius of 100 meters, with the software the radius can be varied between 10 and 100 meters.
- DHCP for plug-and-play installation.
- Security: SSH, Firewall and 128 bit Bluetooth encryption.
- Easy install accessory available for wall mounting.
- Bluetooth, CE y FCC certification.

In the Zonablu zseries package you will find:

- 1 Zonablu[®] Zseries device.
- 1 110v-220v currency adapter.
- 1 Crossed Ethernet cable
- 1 Zseries Manager software license
- 1 User manual.