



BlueFire uTV

Out-of-Home Advertising, Social Media, User Generated Content
Digital Signage, Bluetooth, MMS, SMS



BlueFire uTV* brings Bluetooth™, SMS, MMS and Digital Signage together into one system that delivers unparalleled user experience into social media and user generated content for out-of-home advertising industry.

* patent pending

Bluetooth™ is registered trademark of Bluetooth SIG

BlueFire uTV is unique entertainment systems for bars, night clubs, restaurants, malls, sports complexes and other venues where people gather for entertainment and fun.

BlueFire uTV allows users to send picture from camera on their mobile phone to LCD, plasma or projection screen. Once the picture is displayed on the screen, user can send their feedback or opinion to the screen via SMS or text messaging. BlueFire uTV enables users to be seen on TV!

Brands

BlueFire uTV allows regional and national brands and advertisers to promote their products by involving consumers in out-of-home environment.

Further, BlueFire uTV allows multiple branding options for advertisers via Bluetooth, SMS and Digital Signage.

BlueFire uTV delivers maximum impact in out-of-home advertising and digital signage industries.

Operators

BlueFire uTV allows digital signage operators and venue owners to deliver unprecedented opportunity to reach customers.

With BlueFire uTV, not only viewers watch the screen for longer duration but it also allows you to send promotional messages to the consumer on their mobile phone.

Convenience of having coupon on phone can greatly increase advertisers ROI and your bottom line.

Users

BlueFire uTV creates fun environment for the users. Users can send picture or text message for various channels including:

Birthday (Bars, Clubs, Restaurant.)

Girls Night Out (Bars, Clubs)

Cool Host (Bars, Clubs, Restaurant.)

Hotty/"Hey Good Lookin" (clubs)

Fly Ride (Automotive venues)

Or any creative channels, occasion or holiday to involve users and create fun and social time.

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Increase Viewing Span

Embedding BlueFire uTV contents into digital signage Playlist increases time viewers spends looking at your screen, hence delivering greater impact than regular digital signage.

No Integration Required

BlueFire uTV, a hardware and software based systems, comes with all necessary components to get started and does not require integration with any Digital Signage software.

Web Interface Operation

BlueFire uTV can be managed and operated via local or remote web interface. Appropriate functionalities can be operated locally onsite or remotely via regular internet browser.

Mobile Functionality

With BlueFire uTV there is no need to worry about which mobile marketing method is best for digital signage. BlueFire uTV includes both, Bluetooth, MMS and SMS into one system.

Content Ready

BlueFire uTV includes pre designed contents that are ready to use. In addition, informational contents educate users on how to send pictures from their mobile phone to screen and send text messages.

Content Approval System

Flexible content approval system that lets pre-selected personnel such as network operator or venue employees to screen contents. In the event of an obscene content, BlueFire uTV allows these personnel to remove that content and provides ability block sender from posting any new contents.

Web Portal for Users

Web portal for users to view and link their content and SMS messages to other online social networking sites, blogs, users' websites and even on your own company's website. *(coming soon)*



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