



# Torque Wireless Solutions

Cutting Edge Mobile Solutions

**BLUE MESSENGER**

Prepared for Nizam ,Dubai

Prepared by: Ashwin R, Torque

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## **Introduction**

Torque is a wireless solutions and technology company that provides relevant technology solutions to customers. In addition to the solutions offered Torque synergizes its operations with that of the Client that increases Client ROI. Torque also offers a customizable set of syndicated solutions to enable the clients to grow their relationship and provide value additions to the customers.

- **Paving the way in wireless solutions**

Like cable was to television, wireless solutions are the next logical step for organizations that strive for excellence. As the world becomes smaller and smaller by the advances made in the realm of Information Technology, Torque is delivering to Clients just what they need – wireless

device and technology enabled management solutions which transforms your organization into a much effective, efficient and robust entity. There are times when the needs are very broad. Other times, they have a more defined and specific mission: to solve a problem, enhance operational efficiency of fulfill a task. That's where Torque's solutions come in.

- **Empowering the Client**

Torque has always believed in and implemented its policy of empowering its clients. The idea is to help the client service better with a host of wireless technology assisted solutions. We provide highly customized devices and solutions tailored to suit your specific business needs.

- **Expertise**

Torque has a full fledged, highly dedicated and highly innovative technical and R&D wing. The skilled individuals have been working on high end and cutting edge technology to deliver value to the customers. Our unrelenting commitment and passion for inventive adaptability has been our hallmark. Our technical team have been working in the spectrum of handheld device enabled technology solutions and applications for over a year. Integration and deployment of RFID enabled modules have been our forte. We stand to boast of considerable expertise in PDA programming and a wide array of web hosted solutions. Torque enjoys full time technical co-operation, guidance and support from Indian Institute of Information Technology and Management- Kerala (IIITM-K). Torque also has service agreements in place with Active Media Technology, IMI Mobile and OnMobile.

Mobile phones are one of the most important forms of communication. In spite of phone calls, Short Text Messages continue to be very important form of communication. The main aim of this document is to provide an understanding of the technical aspects of this project, from technology to its implementation.

### **Description**

Mobile is a personal medium which can be leveraged to reach the costumer directly. Blue tooth is a powerful short distance that can deliver targeted low recurring cost solution.

Torque's BLUE MESSENGER is a "push" application by which the owner can send out compelling content to all blue tooth enabled devices in the vicinity. The product shall be a package of both hardware and software solution .The subscriber can also download videos, site maps , songs and ring tones from the kiosk by enabling the Bluetooth in his mobile. The owner can create a database of mobile numbers which helps him to send promotional text messages to a large volume of subscribers within seconds using Fast alert software which comes along with the package. The package also includes an eye catching impossible to ignore LED single line display system which can be installed in different locations. The display system creates awareness to the client for switching his Bluetooth own.

### **Objective**

- To Reach out the masses through mobile the medium
- Reinforce brand resilience
- A mobile marketing component to the basket of marketing initiatives.
- Promote the brand image.
- A seamless channel of communication with target community

### **Advantages**

- Blue messenger is a one time cost incurred by a retailer with minimum recurring cost.
- The administration of the product is completely done by the owner of the product without interfacing with the supplier.
- 24x7 real time interactivity.
- Database generation activity
- Value addition to end users
- Highly effective advertising medium
- D2C(direct to consumer advertising model)

### **Possible installations**

- Airports/Railway/bus stations
- Malls/Multiplexes/Restaurants
- Tourism Hotspots

### **Promotions**

Client

- Hoarding and flex banners from client side
- Connectivity across operator in Dubai

**Value addition**

- Viral marketing effect
- Quantitative measure of ad sensitivity
- Mobile presence
- Brand loyalty
- Innovative