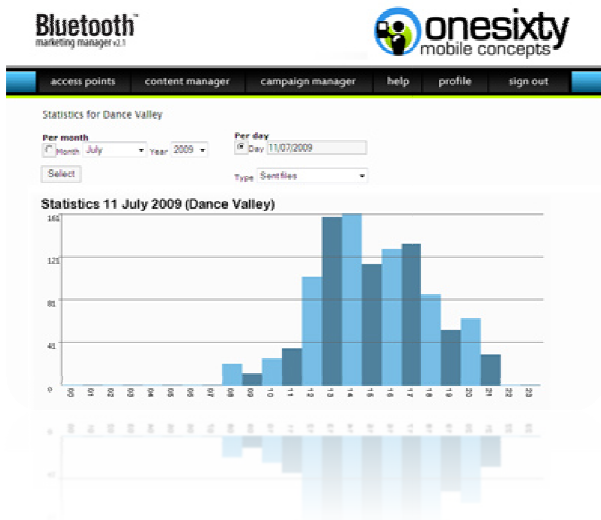


BTManager Bluetooth Campaign Management Software



Product description

With the Bluetooth Manager you are able to create advanced Bluetooth Marketing campaigns within seconds. The software is completely web-based and gives you the freedom to access it from any PC anywhere in the world.

The software is compatible with all Bluegiga Bluetooth hardware units (3201 and 229x) and can be purchased separately if you already own hardware from Bluegiga Technologies Finland.

Content manager

The integrated content manager does not only allow you to upload your content but you can auto convert images and animated GIF files into several screen sizes. Next to that the program allows you to create your own animated content in the unique integrated GIF Animator. To make sure that all the content will be delivered to the right phones you can filter each content file by phone specifications.

For more information:

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BTManager features

Create your own advanced Bluetooth Campaigns

Web-based: reachable everywhere in the world

White label: rebrand for your own customers

Freedom in all Access point settings:
(range, reaction times, logging & delays)

Advanced content manager:

- Create your own content via the GIF animator
- Supports all types of media
- Advanced handset filter system

Advanced campaign manager:

- Multiple Access Points in one campaign
- Advanced time planning
- Install over internet or via USB

Advanced statistics:

- Per day, hour or per month
- Sent files (Ok, Retry or Fail)
- Vendor and model information
- Total unique phones reached

Campaign manager

Via the campaign manager you can easily assign multiple Bluetooth Marketing units and schedule different contents by date and time or just recurring times. You have the freedom to change the Bluetooth name and you can select an installation type (via internet or a USB stick).

Installing a campaign takes less than a minute!

Live statistics

Every 15 minutes the Bluetooth Marketing unit will upload its statistics which allows you to track your Bluetooth Marketing campaign almost live. The unit registers the downloaded files, unique phones, rejected downloads and failed transmissions. You can view the data per month or day.

Online demo

You can check out the online demo of BT Manager (visit www.btmanager.nl) by login in with:

User name: [demo-en](#)
Password: [demo](#)