

Bluegiga Case Study

Huetouch Ltd



Bluetooth marketing campaigns via Huetouch

UK based Huetouch Ltd has created the first white label interface for proximity marketing using a specially designed solution for the Bluegiga Solution Manager (BSM) platform.

This innovation gives resellers, such as marketing companies and creative design companies the ability to create Bluetooth marketing campaigns that can be remotely managed via Bluegiga Access Servers and BSM without needing any technical knowledge themselves.

Nicholas Maguire, MD of Huetouch Ltd said "We believe there are many advertising and marketing companies that would like to offer Bluetooth marketing in their campaigns, but have been put off by the technical challenges of configuration and deployment. With the new HUE M.S. platform these organisations can concentrate on delivering effective campaigns whilst the Huetouch platform takes care of the entire technical configuration."

The management interface can be customised by resellers as their own, enabling their customers to login and view success statistics, configure campaigns in real-time and manage Bluetooth zones anywhere in the world.