

JCDecaux Innovate

FACTFINDER

Type: Bluetooth

Product Description: Bluetooth is a new way of allowing audiences to access information and content on their mobile phone directly from large format posters and Luas columns. It works by allowing Bluetooth mobile phones, PDAs (e.g. Palm Pilots or Pocket PCs) to interact with a small electronic tag which is located behind the poster display area. All Bluetooth enabled phones within a 30m radius can pick up the signal. Content can vary from simple text to audio/movie clips to barcodes for special offers.



Please contact your JCDecaux Innovate team for an exact rate.
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