



Bluegiga Case Study

Wi-Social



Custom-made *Bluetooth* marketing and social media network applications

Wi-Social is a Portuguese company that provides unique and personalized services to meet their customers' mobile needs. They offer *Bluetooth* marketing and social media network solutions providing custom made contents, contextualized and georeferenced information, total control over the broadcasted content and innovative and dynamic services.

WSblue *Bluetooth* Marketing System and the Wi-Social Mobile Social Network operate through a wireless network allowing total coverage of areas with architectural restrictions. The system assures quick, efficient and low cost campaigns with access to an innovative social network which offers georeferenced user location and a user compatibility system.

In order to allow a remote and simple campaign management, Wi-Social developed a system management portal, which allows a complete control over the *Bluetooth* Marketing system and its ongoing campaigns. WSblue management portal provides access point individual configuration or access point groups creation and shared configurations.

The wireless network is based on Wi-Fi wireless technology, which allows fast and long range communication between access points. The access points are Bluegiga's secure and reliable *Bluetooth* Access Server 2293 and *Bluetooth* Access Point 3201.

www.wi-social.com