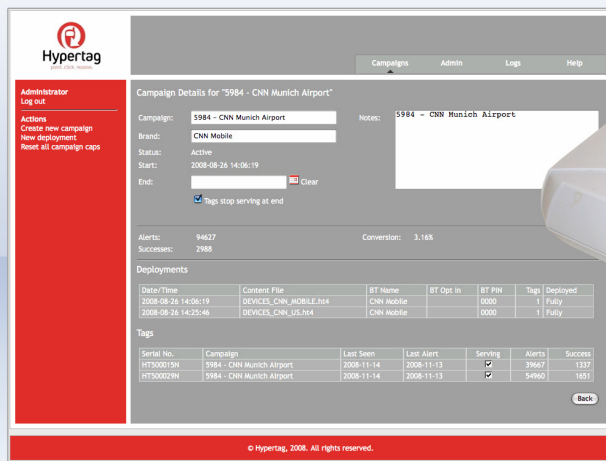




Bluegiga Case Study

Hypertag



Running a Proximity Marketing Campaign at Multiple Locations Simultaneously

Hypertag is a privately owned UK based software applications company that delivers a variety of award winning location based products, services and solutions worldwide from its offices in Cambridge. Hypertag was founded in 2001 and has built an enviable record in delivering solutions to its clients that include some of the world's biggest brands, advertising agencies and visitor attraction owners.

The Network Hypertag is the newest addition to the Hypertag product line. Based on Bluegiga's popular Access Server hardware, Hypertag has ported its in-house developed proximity content server software suite to create the market's most advanced Proximity Marketing Solution available on the market today.

If a major proximity marketing campaign is run at multiple locations simultaneously, individual Network Hypertags are connected as a campaign group to a centrally managed data centre running the Hyperhub Network Management System (NMS). The Hyperhub NMS enables the remote management of a Hypertag group using the Internet or via GPRS data link, if no Internet connectivity is available.

Using the Hyperhub Management System, multiple Network Hypertags can be deployed across country boundaries enabling a true global proximity marketing campaign.

More information www.hypertag.com