



## Bluegiga Case Study

### OneSixty BV



### Creating *Bluetooth* marketing campaigns has never been so easy

BlueSixty is the trade name of mobile marketing company OneSixty BV operating from the Netherlands. With many years of experience with various mobile marketing disciplines OneSixty decided to develop their own *Bluetooth* marketing manager (<http://www.btmanager.nl>) to control Bluegiga Solution Manager (BSM) and Bluegiga Access Servers.

With the auto content converter it will scale every image automatically to each available screen size. It enables you to plan sophisticated marketing campaigns and to change content on the fly as well online as offline. Creating a *Bluetooth* campaign with the BSM becomes as easy as sending an email message.

Guided by their own experiences, BlueSixty developed the software white label, which enables resellers to brand the software like it's their own product. Real-time statistics give customers direct insight in the effectiveness of their campaign.

More information: <http://www.bluesixty.nl>