



www.FortDigital.com.sg

Passer-By Messenger (PMS)

Send Marketing Materials To Passerby's Cell Phone Surround Your Shop/Restaurant/Clinic

If you are owner of a shop or restaurant or clinic. Do you want to capture attention to those thousands of people outside (and inside) your shop even they never enter your premises?
It's possible now.

Our technology you can broadcast **Marketing Materials (picture, video, sound, etc)** or/and **Your Contact**, or/and **Your Events Calendar** To their mobile phone via Bluetooth UP TO 100 M RADIUS

Send Messages



Send Contact



Send Calendar



Send Picture



Send Coupon



Send Video



There is **TOTALLY NO CHARGES** to send to the crowds
And what's great....it's all **AUTOMATIC.**



Imagine a group of tourist pass by your shop/restaurant/events, and suddenly his/her hand phone beep or ring. It prompt the user to receive incoming materials, and after he/she accepted it, your promotion coupon will appear in their phone, or greetings, or events, or even your contacts to be saved into their phonebooks.

Or imagine somebody walked by your clinic. They will be promoted to save your CLINIC CONTACT to their phonebook, they need not to key in themselves. How convenience is that?

And all done without you have to do it yourself, all AUTOMATIC, and it's all FREE.

It's the latest technology from Fort Digital. We utilize the BLUETOOTH technology. Nowadays, almost all cell phones have Bluetooth technology built-in. And most of them are turned ON.

So for those people who have their BLUETOOTH turned on, once they pass by your shop/restaurant, our system will catch their signal and broadcast your materials to their cell phones. Most people will then curious and accept the incoming materials and they will see your messages.

Broadcast Media

You can let the recipient to download Pictures, Video, Sound or even java applications. For example, promotional coupon, your latest wrist watch picture, video introduction, or even animations....

Broadcast Contact

Recipient will be prompted to save your contact. What they need to do is just press "Accept"that's all..... convenience for clinics where most people like to save the contacts in their phonebooks.

Broadcast Events Calendar

Recipient will be prompted to save your events in their calendar. What they need to do is just press "Accept"that's all....their calendar will have your events with the descriptions and exact date and time.

DON'T LOSE OUT THE CROWDS OUTSIDE. ACT NOW.

Call us at +65 6484 3863 or +65 6384 2692 or visit our website at www.FortDigital.com.sg for more information and demo.

PASSER-BY MESSENGER (PMS)

QUESTIONS and ANSWER you may ask

HOW TO SET UP

Very easy and affordable. It send via your PC/Laptop. Our system consist of HARDWARE and SOFTWARE. The hardware is USB dongle, very plug and play. Then you install our SOFTWARE into your PC/Laptop, XP/VISTA no problem. What you need to do is just create CAMPAIGN in the software, leave the computer ON....and that's it. It will automatically catch all handphone with Bluetooth ON within radius of 50 to 100 Meters.

IT'S MUST BE A CRAZY INVESTMENT TO HAVE SUCH SYSTEM

Yes it was. But now we make it very affordable and easy to use. It's a 1 time investment. No whatsoever recurring or hidden fee.

DO I HAVE TO PAY FOR EACH TRANSMIT?

NO. Only your computer electricity bills. The technology is like radio. You do not need to pay to listen to radio right? So no matter how many people accept your message, you pay nothing to nobody.

HOW TO KNOW WHO ACCEPT MY MESSAGE, WHO NOT

Our software is so powerful it shows :

- What model the handphone is
- Manufacturer
- Time detected
- SENT/REJECTED

There is comprehensive reports to show you how many people accept your message every day.

HOW DO I IDENTIFY WHOSE HANDPHONE HAVE BLUETOOTH OR NOT

Basically you no need to care. There are thousands of people pass by your shop. We can say majority have it. Especially those you see have wireless Bluetooth speaker on their ear, that one definitely TURNED ON.

WHAT IF THEY REJECT TO ACCEPT MY MESSAGE?

Doesn't matter.....next time or day he/she pass by, they will receive again, at that time they might interested. Anyway it's free for you, no charges for any rejection or sent messages.



We will give you sticker like this to paste in front of your establishment

7 PEOPLE AT SAME TIME ACCEPT THE MESSAGE AND DOWNLOAD MY MATERIALS.....POSSIBLE?

YES. It's like your wireless internet. Up to 7 people can download your materials in just seconds.

DO I AGAINST THEIR PRIVACY?

NO. Because they have choice to accept or reject your message. But from experience, most people accept the message because of curiosity. Unless they received it already the other day.

ONCE DOWNLOADED MY MATERIALS WILL THEY BE ASKED AGAIN?

NO. The system retain their mobile phone address info, system will not send and ask those already downloaded, unless you reset and create new campaign.

YOU SAID YOU GOT 3 TYPES OF MATERIALS YOU CAN BROADCAST...EXPLAIN !!!

Broadcast Media

You can let the recipient to download Pictures, Video, Sound or even java applications. So your message can be your latest product pictures, or coupon, or even video or animation to entertain passing crowds.

Broadcast Contact

Recipient will be prompted to save your contact. What they need to do is just press "Accept"that's all

Broadcast Events Calendar

Recipient will be prompted to save your events in their calendar. What they need to do is just press "Accept"that's all....their calendar will have your events with the descriptions and exact date and time.

CAN I SEND 3 OF THEM ALTOGETHER?

Yes. That's means when they receives, they will be asked to accept 3 types of materials. MEDIA & CONTACT & CALENDAR

YOU ALSO HAVE SMS BROADCAST SYSTEM, CAN I GET TWO SYSTEM TOGETHER WITH SPECIAL RATES?

Yes. Contact Us please....For SMS BROADCAST click here.....

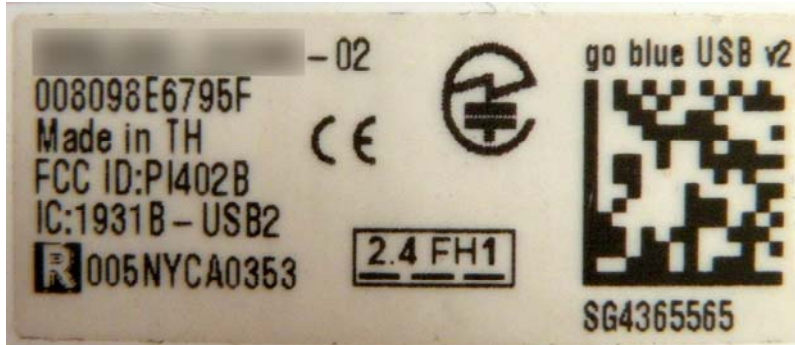
CAN YOU TELL US MORE ON YOUR HARDWARE

We currently using one of the most robust hardware from Laird Technology. It's used for industrial and Military purposes, where it able to penetrate up to 300m distance. Far more powerful than normal off-shelves Bluetooth hardware.

The Laird Technologies USB adaptor has been designed to give you the reliability that ensures your wireless applications work just as well in the diverse 'real world' deployment locations as in the controlled environment of your engineering lab. It gives you all of the advantages to make the most of any environment. It's designed to offer the best possible performance and cope with the worst possible environment by providing the following features:

Key Features

- Best in class range, providing open field connectivity in excess of 300 metres
- Adaptive Frequency hopping to cope with interference from other wireless products
- A full industrial operating temperature range of -40°C to +85°C
- Automatic high speed performance using the Enhanced Data Rate of Bluetooth Version 2.0+EDR specification with data rate up to 3Mbps
- Supports extended SCO to provide the highest quality voice communications
- Optimised receive sensitivity to provide long range initial connections that largely eliminate connection hysteresis
- Low power • Lead free
- 2 year warranty



Our broadcasting hardware is one of the fastest and further specification that used in military or industrial grade where able to penetrate 300m in open range. Also complies with American standard of FCC.

WHAT IS PRO AND CON BETWEEN SMS BROADCAST and this PASSER-BY MESSENGER?

	SMS BROADCAST	PASS-BY BROADCAST
Coverage	Anywhere in the world	Only within your premise (50-100m radius)
Cost per send	Pay per SMS sent (1.4 cents using our system)	FREE
Reliability	100% will receive, no questions. All kind of hanphone will 100% received.	Target phone must have Bluetooth and ON their Bluetooth. And all incoming message must be ACCEPTED by them before it comes into their mobile.
Materials	Text Only	Can send pictures, video, sound , etc (recipient phone must also have capabilities to open them)
Cost to purchase the system	Below 1k (SGD)	Below 1k (SGD)
2 or 1 way communication	2 way, send and receive	1 way, send only