

ADVERTISING SYSTEM VIA BLUETOOTH

Description:

The scope of use of Bluetooth has been extending to other environments beyond the mere interconnection of a mobile phone and its accessories (a mouse and keyboard to a computer, etc.) Thus, and making use of this existing technology, the present invention consists of a system for sending advertising, tourist or location information to devices with Bluetooth connectivity, such as mobile phones, PDAs, laptops or any other Bluetooth device. This new system allows the sending of information on multimedia or location content for its dissemination to any standard mobile terminal in places such as shopping, leisure or cultural centers such as museums, theaters, cinemas, congresses, commercial establishments, etc., since it is powered by solar energy and can be installed in outdoor environments.

Keywords:

[Mobile](#), [Messages](#), [Advertising](#), [Bluetooth](#), [Connectivity](#), [Pda](#), [Tourism](#)

Sectors:

[ICT](#)

Areas:

[Hardware / Devices / Components](#), [Telecommunications](#)



Advantages:

Among the main advantages of this invention are: • The cost of the infrastructure necessary to offer its services is minimal. • The maintenance cost is practically nil, since it does not need external power or supplementary services. • It allows to receive information on multimedia content or location in a standard mobile terminal. • Supports users with both visual and hearing impairments. • Allows simultaneous access of several users to available resources. • Ease of use, not requiring any interaction from the user, since the system sends the information and the mobile terminal owned by the user receives it automatically. • Cables are eliminated.

Uses and Applications:

The present invention aims to provide service with new applications of this technology to needs such as the automatic sending of advertising, alert messages, location, tourist information, etc., without the need for a special terminal.

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