

NAMU Media specializes in Mobile Phone Marketing using **Bluetooth**® broadcasting and SMS Text Messaging to deliver advertising content directly to the consumer's phone. Advertisers can use NAMU Media to distribute their content directly to the consumer both efficiently and effectively. A new generation of marketing is here and by using Mobile Phone Marketing, a secure nationwide network of NAMU Media Zones will increase advertising distribution for clients cost effectively.

NAMU Media Services

- Digital Out of Home marketing through **Bluetooth**® Broadcasting and SMS/MMS Text Messaging
- Design and Hosting of Mobile Website
- Employee and Consumer Notification and Alert System through **Bluetooth**®, SMS, Emails and Voice Messaging
- Mobile Marketing Consulting



How does the NAMU Media Zone work?

1. The broadcast unit scans and detects **Bluetooth**® enabled phones.
2. The unit sends a permission request to the phone for the user to opt-in to receive information.
3. Once the consumer gives permission, the content is downloaded to the cell phone.
4. The consumer may decide to request the information through an SMS Text message.
5. The consumer may also decide to link to a mobile website.



How effective would a “billboard in the consumer’s pocket” be for you? Engage



the consumer directly with your content when they download to their cell phone.



Established Network across the country

By the end of 2009, NAMU Media Zones will be in malls, colleges, theme parks, sports stadiums and resorts across the country. Reserve your spot in a NAMU Media Zone today!

