



BuZZone for Trade Shows: Searching for New Partners and Efficiently Exchanging Information

The product is developed by Bacup IT

overview

BuZZone is an application running on Bluetooth PDAs and laptops that makes it easier to search for new business contacts at trade shows or other business meetings and to exchange contact information and other materials in text or voice modes. The system is empowered with Bluetooth wireless technology that is becoming increasingly popular worldwide.

problem

Imagine that you are a participant at a trade show trying to establish new business contacts. As you have no booth, you have to walk through the entire trade area and listen to the talks of other exhibitors, trying to find potentially useful contacts, or offer your printed materials to other visitors. At large shows, it is not so easy to navigate the floor or casually meet the right people.

You might simply have no time for that or all your efforts to make other people interested in your services were useless. You have the feeling that your participation is about to result in the loss of sales opportunities, potential contacts, time, and money. As do many other visitors at this trade show.

solution: BuZZone

This problem can be easily solved with **BuZZone**. This peer-to-peer application when installed on your PDA uses Bluetooth wireless technology to enable an efficient exchange of information with analogous devices. When a similar device using BuZZone appears within a 30 m distance of you, your BuZZone will receive the business profile of the other user, and, if it matches your preset search criteria, it will notify you about that person. You can immediately view the business profile of another PDA owner and make contact with him/her by sending text or voice messages. After the first contact is established, you can exchange files or continue the dialog in person.

key features

Using a laptop or a PDA with a Bluetooth chip and installed **BuZZone**, you can:

- **Find a partner by a preset business profile**
Customize profiles: contact and personal information (including photos), business interests and goals. **BuZZone** performs regular scans within the range and notifies you about a potential partner located nearby by using either sound or graphics. **BuZZone** stores found contacts with their business profiles.
- **Meet and communicate with potential partners: text and voice modes**
View the business profile of the contact found and initiate a message. If you are invited to contact, you can accept or reject the message based on the business profile of another user. Communication modes include text messages, voice messages and free of charge Bluetooth phone.
- **Exchange files, business cards, and marketing documents**
- **Organize a virtual booth**
Receive and view electronic documents from another device and send your materials to that person. You can also configure the system to automatically exchange marketing documents with other devices based on their business profiles.
- **Set up a forum or broadcast messages**
BuZZone users can open topics and post their messages to exchange opinions and information. The system will send these messages to all available devices, which, in turn, will send them to others, thus extending the Bluetooth coverage area. Every user can view all available forums and subscribe to the most interesting ones to receive all posted messages.
- **Organize an interview or voting among the participants at a trade show**
- **Send news, announce trade show events and advertise products and services via forums**
- **Save all received files, contacts, and history**
After the trade show is over, the user can save all data to his/her media.
- **Determine an approximate distance to a contact**
Measure the strength of the Bluetooth radio signal.

* This brochure contains a description of the future product features. Most of the key features are implemented in the current product version.

integration with other trade show services

BuZZone can be integrated with the following trade show services:

- Trade show reference system that might include a list of participants (exhibitors) and a list of booths; you can search for specific entries in the lists
- Trade show navigation systems and maps
- Additional services, such as making reservations at restaurants, calling a taxi, etc.

usage example

At the entrance to a trade show, a visitor borrows a PDA with **BuZZone** or purchases a copy of **BuZZone** for his/her PDA. Then, trade show service representatives instruct the visitor how to use the application and customize his/her business profile, make a photo of the visitor and download it on the PDA, and help the user copy necessary materials and create his/her virtual booth. After this, the visitor starts walking over the exhibition, while the system is searching for contacts by the preset business profile and exchanges information with other virtual booths. The system will instantaneously notify its user of a new contact that matches the search criteria using sound or graphics. The user can view the profile of the contact, and start talking to this new person. Interacting users can exchange messages and documents, or, for example, agree to meet somewhere. When leaving the trade show, the user gives back the PDA he/she borrowed and a service representative saves all data collected during the visit to a user's medium, for example, a floppy disk.

advantages of BuZZone

BuZZone has several distinct advantages over other means of wireless communication available at trade shows and other business meetings:

- An advanced regular search for potential partners by business profiles that include contact and business information, photo, and voice greeting
- Convenient communication modes: text chat, voice messages, free of charge phone
- A 100% guarantee that the contact found is located nearby
- Search and communication outside the visible area
- Forums: the Bluetooth coverage area is potentially unlimited
- An easy-to-deploy solution that requires no additional transmitters or access points, etc.
- Unlimited number of simultaneously interacting devices
- Sufficient capacity to store marketing and advertising materials, the history, and information about contacts

technical specifications

Find more technical details about **BuZZone** at <http://www.buzzzone.net>. The general parameters of the product are the following:

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| Devices | Personal Digital Assistants (PDAs) and laptops |
| Operating systems/Platforms | Microsoft Pocket PC 2002/2003 and Microsoft Windows 2000/XP |
| Bluetooth modules | Embedded, USB compatible, Compact Flash Type II cards, PC Card (PCMCIA) |
| Range | About 30 meters. Unlimited when communicating via forums. |

Without going into technical details, note that **BuZZone** is designed for most popular devices and runs under all popular operating systems, enabling the majority of users to enjoy its extended functionality.

contact information

BuZZone is designed by Bacup IT.



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Bacup IT welcomes any suggestions or comments regarding the improvement, implementation, and promotion of **BuZZone**.