



## LET ADSHEL MAKE CONNECTING TO YOUR AUDIENCE EASY

The number of people accessing the internet via mobile phones in New Zealand has more than doubled from 7% in 2007 to 18% in late 2009.

By integrating mobile technologies like Bluetooth, QR codes, MMS and SMS in your outdoor campaigns, we can open up new ways of delivering information and engaging audiences outside their homes. These are all technologies that Adshel can deliver.

### BLUETOOTH

Adshel's network of up to 40 Bluetooth sites allows fast and free delivery of branded assets such as trailers, wallpapers, images and calendar reminders direct to your customers' mobile handsets.

### QR CODES

QR Codes work essentially as a barcode to facilitate the exchange of information. A mobisite housing your content sits behind each QR Code. When the code is snapped by a mobile handset equipped with a QR code reader, customers are automatically directed to browse the mobisite where they are free to interact and engage with your content.

### SMS

Deliver coupons, discount vouchers, directions to a nearest store, deliver news feeds, RSS feeds and Twitter updates with SMS. Use as a part of an integrated outdoor campaign.

### MMS

MMS works similarly to SMS. The customer waiting at the shelter simply snaps an image, sends it to a designated number and receives an instant response. Pass on promotional vouchers, coupons or bar codes.



### WHERE DO I GO FOR HELP?

Contact your Adshel representative for more information on Adshel Mobile.

**ADSHEL**

**MAKING OUTDOOR COUNT**  
adshel.co.nz