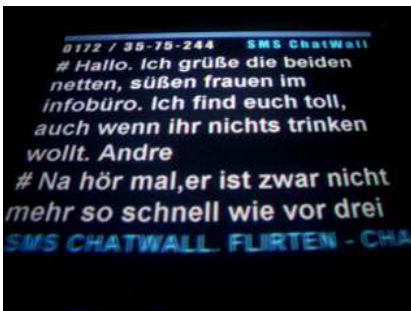


SMS Chatwall v1.3

The SMS Chatwall receives short text messages, sent by any mobile phone and shows it by TV and projector systems. It is an ideal event and promotion tool.

A mobile event and promotion system

Some background information on this interactive trend: Short messages are a vital part of today's communication. 90 per cent¹ of young people in the age of 12 to 19 years own a mobile phone. The phones are mainly used to send text messages. In average every teenager sends out 4 messages a day. People's need for interaction has set up a new standard for fun and entertainment. Combining party and text messaging the SMS Chatwall is a trendsetting innovation within the event sector. Every guest can participate in a party evening with its own mobile phone.



Flirt party at A7, Kassel (left, right); New Year's eve at Blauer Salon, Dresden (center); Broadcast of SMS Chatwall via projector system and TV screens.

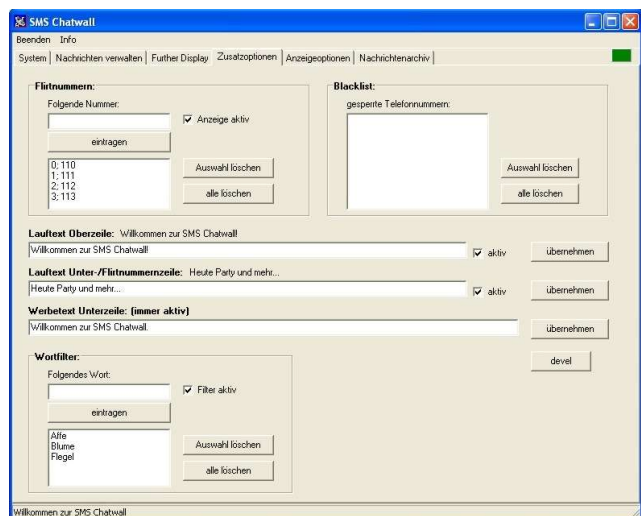
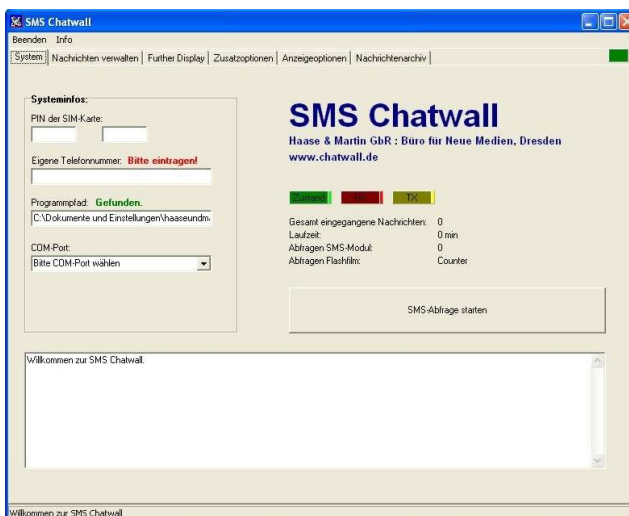
You are the Chatwall

SMS projector

Night clubs are meeting points for party, fun and entertainment. The SMS Chatwall is a platform to chat, to greet, to flirt and get in touch. Every one is invited to send its message to the mobile number shown on the screen. Seconds later the message appears on the Chatwall screen. All people may answer anonymously. Others can send a request for their favourite song to the DJ.

Reliable administration

The administration module allows to look over incoming text messages before broadcasting them via projector system. All messages can be accepted, declined or edited by the administrator. Additionally all messages can be accepted automatically. Misuse is prevented. Together with the organizer the administrator can display own messages or pictures to support an event with screen content.



Screenshots administration module

Eye-catching event

Static advertising media like posters offer limited possibilities of promotion especially in night clubs. In contrast dynamic content provides an audience tuned convey of information. A quick response to a changing party happening by selected text and images completes the conduction of an evening. The good visibility of the SMS Chatwall all-over the place activates party guests to text. The SMS Chatwall and its promotion ability become an eye-catching event.

Capability of the SMS Chatwall

The SMS Chatwall can be adjusted to every specific party event. Single and flirt parties are a proven concept.



Left picture: chat screen including text messages, ticker, flirt numbers, system phone number

Right picture: extended display for images and text

Mobile entertainment

1. Trendsetting momentum and whole-time highlight
2. Communication between guests and host
3. Promotion and information panel
4. Customer loyalty
5. Data mining: Use of filed sender phone numbers for CRM
6. Broad participation: guests use their own mobile phones

Features

1. The SMS Chatwall receives messages wireless, appropriate for open air use
2. Phone number of your own SIM card
3. Edit and accept messages manually or automatically
4. Blacklist for phone numbers, swear and message filter
5. Ticker for flirt numbers, information and promotion text
6. Extended display for images and text
7. Control the visual appearance, format font size and colour
8. Display pps files
9. Incoming messages are saved
10. User-friendly administration module and eye-catching display

Technical requirements

There are technical requisites for a successful realisation at the party location.

1. Sufficient field strength
2. TV and projector broadcasting system
3. SIM card of your choice
4. Graphic card with dual output
5. Computer running Windows XP
6. USB port

Scope of delivery

The SMS Chatwall covers following components.

1. Software package including administration and visualisation module
2. Hardware package including Falcom Samba GSM module with USB docking station



SMS Chatwall: hardware and software package

Get in touch

The SMS Chatwall is created by Haase & Martin GbR : Büro für Neue Medien - Dresden, Germany.

What can we do for you?

Are you interested in the SMS Chatwall? Contact us by phone or e-mail.

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