



# Pilot project Bluetooth service

WP 3 Bremerhaven's local pilot

Nicholas Ströhlein (i-ventions GmbH)  
on behalf of **BIS GmbH**



# Order of presentation

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## WP 3 – Customer Services

### Pilot project Bluetooth service - Overview

Goal: Provide information about customer attractions, opening hours, office hours, business sites, business fairs, venues, sports games, ferry timetables, etc. for mobile devices / phones.

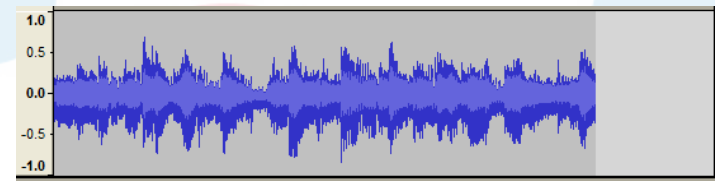
Enable the customer to take this information with him (offline).

We´re BIS Bremerhaven Tourism: Customers = citizens + tourists.

Choose bluetooth as an innovative service model / channel to deploy offline information to mobile clients (based on existing infrastructure´s output).

# Implementation details

- Users connect to a bluetooth “hotspot” and can transfer the required information on their mobile phone or listen to it via bluetooth at so called “Filling stations” located at central locations in the city. Information transfer via Bluetooth.
- Types of data possibly to be made available:
  - Contact / Address information
  - Appointments (event information)
  - Audio streams (guiding information, tourism)
  - File transfer (PDF timetables, event schedules etc)
- First step: “Tour der Entdecker” (=Discoverer’s tour)
- Second step: “Take-away” content



## WP 3 – Customer Services

### Pilot project Bluetooth service – challenges/ questions

- handling and testing of ~10 Bluetooth-hotspots as a net of central Bluetooth feeds (software, middleware, server infrastructure, hardware)
- implementation of different Bluetooth services (contacts, appointments / audio etc)
- indoor and outdoor placement (vandalism-safe equipments)
- data rate – measuring by real user time-slots
- connecting time – how long does an info-transfer take?
- meta-data concept (content update-times, data transfer via backends)
- the design of content push-services (you want information, map or pictures?)
- monitoring of services and content acceptance



## **WP 3 – Customer Services**

### **Pilot project Bluetooth service – Work Plan / timetable**

**Starting Nov 2009: Bluetooth - purchase of hardware, assembling (indoor and outdoor)**

**Jan/Feb 2010: Roll-Out phase**

**Feb/Mar 2010: 9-12 month testing phase, monitoring**

**Output:** mobile access via Bluetooth as an innovative service model

**Analysis, expertise - Output:** practice guide, accompanied by a field study of the University of applied Sciences Bremerhaven



# Resumee

- Develop and test an innovative instrument/channel as part of a mobile information strategy
- Make (information) services available for „offline“ infosystems via bluetooth hotspots
- Provide guiding information to mobile clients
- Study user acceptance



Thank you for your attention

