

## Read books on a mobile phone, get them via Bluetooth

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October 16th, 2009. Frankfurt, Dresden – Ebooks have been a trend topic for some time now. Mobile books combine digital and mobile reading as everybody already carries its reader – the personal mobile phone. Blackbetty, a mobile book publisher, presents mobile books at this year's book fair at Frankfurt. Blackbetty's books may be downloaded free of charge via Bluetooth. Samples of well known authors and complete books are available for download.

Visitors may select their favorite book at a touch screen terminal. Afterwards they simply download their chosen content to their mobile phone by ubiquitously available Bluetooth. No additional hardware or software is needed to read the mobile book. The Bluetooth terminal has been developed by Bluetooth marketing specialist Haase & Martin, Germany. The terminal is a leading software solution, completing other technologies like hotspot enabled city light posters for single file transmissions.

The book fair Frankfurt opens on October, 17th for public audience. Blackbetty is located at stand C100 at hall 3.0.

Haase & Martin offers software and design solutions for mobile phones and mobile marketing campaigns. More information on Bluetooth marketing services of Haase & Martin GmbH may be found at [www.haaseundmartin.de](http://www.haaseundmartin.de) and [www.mobimat.de](http://www.mobimat.de).

Web resources of Blackbetty's mobile books are available at [www.mobilebooks.com](http://www.mobilebooks.com).

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