

## Bluetooth Hotspot sends out Menu to Mobile Phones

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Press release from: [Haase & Martin GbR](#)



Dresden, Germany, September 28, 2006 – In line with a pilot project the student union Studentenwerk Dresden together with Haase & Martin GbR are providing the refectory menu for mobile phones. The Java programme labelled Mensa Mobil (mobile menu) contains the menu of an assortment of 15 different refectories of Technical University Dresden 14 days in advance. Students can choose the day and the place of the refectory to keep them self informed about all daytime food due price and further information about ingredients are available. Once the programme is installed on the mobile phone Mensa Mobil provides the menu in addition to a print- and web version. Together with a mobile phone the digital menu is available every time and everywhere to assist when choosing the favourite lunch within an assortment of nearly 30 dishes per day that are placed at 15 different venues in town. After 14 days in use a new version might be installed to keep the updated menu available again.

For installing the programme via Bluetooth a hotspot system called Bluebot ( [www.bluebot.eu](http://www.bluebot.eu) ) is placed at the central refectory of Technical University Dresden next to the main auditorium. After switching on the mobile phone's Bluetooth interface the Bluebot system locates all mobile phones within 40 meters distance. If users confirm a connection to Bluebot the mobile menu will be installed within few seconds for free. Nearly 30 students install the programme every day. After the testing period the Bluebot system is about to be placed at more different refectories in Dresden to provide the mobile menu all over the Technical University in town.

As the company Haase & Martin GbR – Büro für Neue Medien is a partner within the „Year of Computer Science 2006“ the Java programme Mensa Mobil (mobile menu) is a contribution to the „Week of Computer Science“ taking place from October 2nd until October 10th 2006 at Technical University Dresden. Find out more information in German on the web: [www.woche-der-informatik.de/276.html](http://www.woche-der-informatik.de/276.html) , [www.bluebot.info/mensa-mobil-plakat6\\_klein.pdf](http://www.bluebot.info/mensa-mobil-plakat6_klein.pdf) .

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**About Bluebot:**

Bluebot is a mobile marketing system that broadcasts multimedia content to any mobile phone – wireless. By using the short range radio standard and communication protocol Bluetooth you can send out pictures, text, sounds, business cards, videos and Java programmes.

The Bluebot system can be placed at any venue to provide this innovative service within a radius up to 100 meters. As soon as a mobile phone with activated Bluetooth comes into reach of Bluebot the customers mobile phone informs its user about this wireless service. The user can decide either to receive content such as an e-card or decline the service. Because of not using a mobile network but using the local Bluetooth interface, this kind of broadcasting is free of charge both for sender and recipient. The Bluebot system can be used for interactive outdoor advertising, in night clubs, at outdoor events, sport events, exhibitions and museums, fairs and shows, sights and places of interest, tourism, shopping malls and stores, within the gastronomy sector or traffic and transport sector. Find out more information on the web: [www.bluebot.eu](http://www.bluebot.eu) .

**About Haase & Martin GbR:**

The enterprise Haase & Martin GbR is based in Dresden and provides support within the new media sector. Haase & Martin create portable mobile solutions that are the pivot of their business, including the Bluetooth mobile marketing system Bluebot, applications such as SMS Voting, SMS Chatwall as well as mobile phone applications written in Java for instance Mensa Mobil. Find out more information on the web: [www.haaseundmartin.de](http://www.haaseundmartin.de) , [www.chatwall.eu](http://www.chatwall.eu) .

**[You can find this press release here](#)**