

# blink✓live

Mobile engagement. All devices. Now.



[www.blinkmobile.com.au](http://www.blinkmobile.com.au)

**BlinkMobile**  
interactive

# MOBILE LIVE. ALL DEVICES. NOW.

Welcome to Blink Mobile and the enterprise grade managed platform that's quite unlike any other mobi enabled information you're likely to have seen before.

How? Well let's look at blinkLive – a feature-packed service with the capability to turn any mobile phone into a full-featured engagement tool... allowing customers, delegates, visitors or staff to engage in rich two-way interactions with your organisation or event. Forget the need for expensive custom purpose devices, blinkLive brings together an expandable array of powerful interactive utilities for a much smaller investment.

The ground-breaking blinkLive module fuses the best concepts of social media into business interactions that build your own customised information brand, simply and effortlessly.

Included are exciting initiatives such as:

- **ShoutBox**  
Encourage your organisation's staff or event attendees to talk together about a particular subject, with full moderation.
- **SimplePoll**  
Enable people to express opinions by mobile voting and seeing what others think in a live interaction. This easy feature is designed to be set-up by everyday people, not system administrators.
- **SimpleSurvey**  
Create simple survey forms to engage with your users, staff and clients... without needing an IT degree!

- **R&R – Rate & Review**  
Establish 'Peer Review' style rating and review for almost any subject, empowering people to easily rate and review products and services or presentations and events.
- **PocketBook**  
Enable personalisation – allow people to customise their own view of information in your environment by 'starring' commonly used or favourite information that supports their information needs or usage.
- **InfoBooth**  
Allow people, groups or organisations to post information about themselves that may appeal to others (all within your particular context). This information can also be 'starred' for interest and saved in personalised views within PocketBook.
- **Tracker**  
Transform every mobile phone (with a camera function and browser) into a portable lead capture device. Using QR codes you can link directly into contact databases to collect further information plus present forms for capturing the nature of communications for further follow-up.
- **LiveZones**  
Draw on any combination of the blinkLive engagement tools and organise them into 'Live Zones' of interest.
- **User-engagement Dashboard**  
This PC-based dashboard function allows you to monitor (in real time) the feedback you're collecting from the various different engagement tools.





### What differentiates blinkLive?

To better understand the value offered by a blinkLive module, here are some key differentiators which separate us from other products:

- Multiple, powerful user-engagement tools presented within your information brand.
- Available on all internet capable mobile phones.
- The safety of moderated feedback, either red flag (after a post) or green flag (check prior to posting).
- Feedback data is collected within your own secure databases, not some other web-service.
- Configurable, robust security for visitors, users, managers and administrators.
- Simple set-up, most tools designed for non-technical people to manage.
- Fully integrated with all your other corporate information & application services via the Blink Mobility Platform.
- Replaces expensive polling hardware and software.
- Integration of QR code scanning, Bluetooth, location services, time sensitivity etc into engagement scenarios.

Once you've activated the blinkLive modules you can easily deploy them into any project within your organisation through the Blink Mobility Platform. Built as a platform for ongoing engagement both inside and outside your organisation, there's no individual license charge per user, device, event or department... now that's refreshing!

### So who could use blinkLive?

The design of the blinkLive platform would suit a whole host of industry applications, such as conferences, trade shows, expos, sporting and spectator engagement events even festivals. In broader context, blinkLive will happily service a growing range of needs in both the corporate, government (including local councils), entertainment and community engagement spaces. At it's core, blinkLive represents a bold new step forward in mobile audience interactions... Imagine the possibilities it could unleash for your organisation.





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