

**Marketing Is the Means of Attracting Attention**  
**Use Proximity Beacons & Enhanced QR Codes**  
**As the Lighthouse of Your Services & Information**

Smartphones have become the marketing tool of NOW! Virtually everyone does not leave home without their communication security blanket. It is the 'lifeblood' of our day, we are addicted to information and reaching out to find more to fulfill our insatiable appetite for all things.

When shopping, the Smartphone is the global reference book for the 'best deal'. **ProxComm Technology**© has reversed the marketing principal by transmitting a signal to all Smartphones within a proximity or a 'geo-fenced' area. This information is received as a 'notification' as they enter the proximity range, which has to be in a relevant position with contextual leveled communications reach.

Having developed this lead generation solution some seven years ago, we have, with our proprietary software/hardware/marketing capabilities changed the means of 'getting your message out'.

It is not intrusive by any means, it is a pure relevant notification which appears on the Smartphone as they proceed through the **Low Energy Bluetooth signal**, it removes itself as they leave the 300-foot radius. It is although able to be stored as a 'favorite' for retrieval later on.

There is no business or company that cannot use this means of marketing whatsoever.

**Advertising and Marketing avenues have been the following for hundreds of years:**

TRADITIONAL	TODAY
<ul style="list-style-type: none"> <li>● WORD OF MOUTH (Town Crier)</li> <li>● NEWSLETTERS/Flyers</li> <li>● PRINT, BOTH NEWSPAPER/MAGAZINE</li> <li>● BILLBOARDS</li> <li>● RADIO</li> <li>● TELEVISION</li> <li>● INTERNET</li> </ul>	<ul style="list-style-type: none"> <li>● SMARTPHONE</li> <li>● PROXIMITY BEACONS</li> <li>● Enhanced QR Codes</li> </ul>

Traditional advertising and marketing are limited in who it totally reaches.

**None** of us read the same newspaper if any do today.

**None** of us listen or watch the same radio or television station.

**No one** drives passed the same billboard daily.

**None** of us visit the same Internet pages.

# There is but one common denominator today, the Smartphone!

## The marketing playing field has been leveled for all to successfully use!

The vast majority of Americans – 95% – now own a cellphone of some kind. The share of Americans that own smartphones are now 77%, up from just 35% in *Pew Research Center's* first survey of smartphone ownership conducted in 2011. **Feb 5, 2018**

In the last seven years, the Smartphone has exceeded all expectations, with Mobile Phone providers advertising their wares with pricing that has become far more acceptable than ever with so many more features.

In 2011 only 35% of Americans had a Smartphone, which back then did not have the capabilities of today! Look at how this has grown. Now, the Smartphone is the means of versatile communications, not just for phone calls!

**It is the singular medium that reaches the majority.** The Smartphone is the security blanket of today. When shopping most search, compare and have an insatiable appetite for guidance and information, which, the Smartphone brings.

**ProxComm Technology**© and its global team have been the driving force and innovators of the design, usage, marketing and proprietary solutions in both **Proximity Beacons** and **Enhanced QR Codes**. From Asia to Europe and all in-between this capability has opened the eyes of major retailers, convenience stores, malls, healthcare, public events/centers, zoos, science centers, art galleries, museums, Smart Cities, property management/real estate and the retailer on the High Street.

**Contextual Market Leveling is the direct reason**, via **ProxComm Proximity location-based beacon notifications** to the Smartphone. When the Smartphone is in range (300-foot plus) of a beacon, **up to ten concise and relevant notifications received** on the Smartphones. No Ad clutter, it is sending information which is received securely.

Android Smartphones (69% of all Smartphones) have no need for a Mobile App, Apple requires a Mobile App. That is why *ProxComm Technology* has such a selection of cost-effective Corporate Mobile Apps for all.

Our **ProxComm ID Enhanced QR Codes** which can be scanned by all Smartphones, also opens ten notifications of significance which takes the user to a myriad of usable marketing/advertising information.

**Contextual Market Leveling** has made the radical difference in reach and conversion which is the most direct method for your advertising dollars to be effective.

JOIN US,  
THE BOLDNESS  
& SUCCESS  
RUBS OFF...



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