



## PROXCOMM Connector *The Smartphone Engagement Tool*

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Stay tuned, for this week, we proudly emphasize to you to the success of proximity marketing techniques and **our ProxComm Proprietary Proximity Beacons & Interlinked ProxID QR Codes.**

The European success of proximity marketing has been revolutionary for Supermarkets, all retail, hospitals, airports, sports stadiums, museums, hospitality industry, factory manufacturing, Smart Cities, and Event Centers to name but a few.

If you have no idea what on earth we are talking about, a simple technology remind that proximity beacons are larger than Caxton's printing press, Bell's introduction of the telephone, Marconi's telegraph, Baird, Farnsworth or Jenkins invention of television, Hearst's newspaper empire or Ted Turner and Cable news, they all broke the barrier of mass communications.

Today, this week it has been smashed and superseded by **ProxComm Proprietary Proximity Beacons & Interlinked ProxID QR Codes.** Which do not just reach the audience of radio, television, newsprint, Internet and by word of mouth, they transmit to all Smartphones right in the palm of the hands of the device we all cannot live without 24 hours a day, the Smartphone!

Marketing has never been so simple and investment effective. Literally pennies a day to reach all Smartphones within your proximity via **ProxComm Proprietary Proximity Beacons & Interlinked ProxID QR Codes.** (See **PROXCOMM Beacon Emulator**®)

The Smartphone receives the notification when within a 300-foot radius via Bluetooth Low Energy (BLE) and displays the notification on the Smartphone as a graphic, text or video which is clickable and takes the individual to marketing information, sales coupons within a retail store, call to action, which includes sending a text message, making a phone call or even viewing more direct facts. Say at a theme park, zoo or museum. It is endless on what information is passively transmitted via this one-way-street.

We are connected in a proximity way, the **ProxComm Way**, which expands direct marketing and lead generation to a level never experienced before, which will be announced this week.

**For more information call: (515) 200.7068** or

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***Connect, Engage, Communicate... Be Heard...***  
***WE ARE IN THE NOW AND KEEP YOU; IN THE KNOW...***

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