



MEDITA MAKES MARKETING PERSONAL AT CES 2008

Rome, Italy - December 20 2007 - CES 2008 attendees will be the first to meet Bluetooth advertising's most powerful incarnation when Medita debuts ProxiMa at the popular consumer electronics event. A true permission-based, highly personal form of advertising, ProxiMa answers a critical need for businesses vying for consumer attention in a mass marketing environment that too often sacrifices quality for quantity.

ProxiMa reaches consumers through a medium that is with them almost around the clock: their mobile devices. The system is easy enough to set up for marketers to do it themselves. A lightweight, fanless unit detects and sends content to all Bluetooth-enabled cell phones, headsets, and laptops within a 100 meter range.

ProxiMa delivers relevant messaging to consumers when they are most in the mood to buy - at the point of sale. For example, a clothes retailer using ProxiMa could offer consumers walking by a free gift certificate if they apply for a store credit card. A music shop could entice consumers to come in and buy a new album by offering to send a free MP3 single to their mobile devices. The consumer can accept or decline the file.

Statistics show the youth market is especially receptive to such marketing. But ProxiMa isn't age or venue restricted. It can be used in any marketplace where potential consumers of all types gather. The possibilities are limited only by the creativity of the marketer.

Stefano Di Persio, Medita CEO, talks about ProxiMa's price advantage: "It costs firmly less than SMS messaging, while giving marketers something more than just a one-time sales opportunity. It's a surprisingly affordable way to acquire new customers and to strengthen your brand."

It also performs effective viral marketing. Remember that consumer who received the free gift certificate? Not only did she fill out a store account application, she took the additional step of forwarding on the offer to all the contacts stored in her cell phone's address book.

"Essentially, a single connection can reach an entire network of people and their acquaintances," Di Persio notes.

ProxiMa stands out from other Bluetooth advertising platforms through its unmatched ability to make 56 simultaneous connections. It's sold directly to businesses, and through new media agencies that want to provide their clientele with innovative advertising services.

Medita's successes in Europe and Asia include Bluetooth campaigns for Rome's Fiumicino Airport, Red Bull, and Cartoon Network. The company is banking on acceptance in North America to follow. "With 80% of the US population wirelessly equipped - and 65% of cell phones shipped in 2008 to be Bluetooth-enabled - it's just a matter of time," Di Persio says.

"As Americans become more aware of the fact that receiving Bluetooth ads is truly voluntary and exceptionally targeted to their specific tastes, we'll see widespread adoption," he concludes.

To speak with Medita's Bluetooth marketing experts and to view ProxiMa in action, stop by booth 72031 at CES 2008 in Las Vegas, January 7 - 10.

About Medita

Founded in 1999 and based in Rome, Italy, Medita (www.medita.com) is a new media agency that provides interactive marketing and rich multimedia development, from games to web design. The company's flagship Bluetooth advertising platform, ProxiMa, coupled with quality content creation and delivery services, is the perfect way to combine innovation, effectiveness, and affordability in your marketing campaigns. Medita is now the leading agency for Bluetooth advertising in Italy, and worldwide clients include Cartoon Network, Media One, Red Bull, Ebay, Comix, Boing, Manfrotto, Iperclub, University of Rome, Valuefirst, Vectrix, Kiver, RAI Trade, Fox, and many more.