

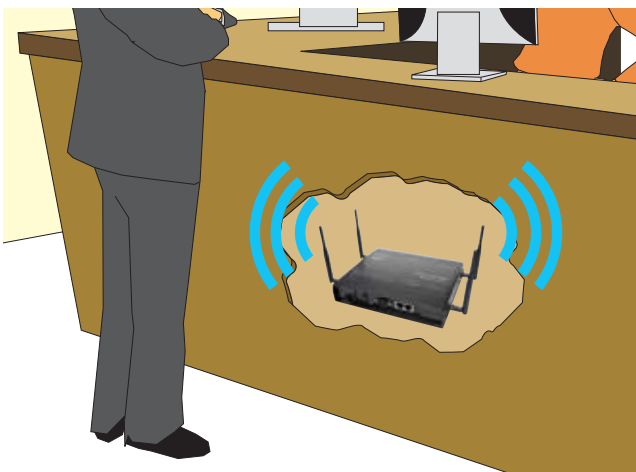
# Case Study | Proximity Marketing for Retail Stores



## Description

Parani-MSP1000 at the entrance of the store distributes discount coupons to nearby customers with Bluetooth enabled cell phone. Customers can buy goods at discounted rates using the discount coupon.

## How it works



Parani-MSP1000 is searching for nearby Bluetooth cell phones periodically. Once it finds a Bluetooth cell phone, Parani-MSP1000 sends discount coupon to it.



### ⊕ Product : Parani-MSP1000

- Connect Bluetooth devices to Ethernet
- Ideal solution for Proximity Marketing
- Bluetooth v2.0+EDR
- 7/14/28 Bluetooth connections support

