

Bluetooth & wireless industry news continued

BLIP Systems rocks Bluetooth

Who would have thought that amongst the beer tents and mud slides of the average outdoor rock festival there was room for technology? But there is, or so says Bluetooth solutions company BLIP Systems, which heralds the Roskilde Festival, the largest North European outdoor concert and held recently in Denmark, as a huge success in more ways than one. BLIP claims that this years Festival showed the innovative side of Denmark, as the visitors of the Festival were able to interact with the live action via Bluetooth.

ONMOB, which started as a University student project, offered - among other things - downloads of live music in MP3 format from the festival directly to festival goers' mobile phones.

At this years Festival, ONMOB had approx. 7000 registered users, who could visit the ONMOB Tent on the concert field and choose Live recorded tracks from a Menu-card. Afterwards, the MP3 file was sent to their mobiles by BLIP Systems' Bluetooth solutions. BLIP Systems delivered the infrastructure to the experience.

'It was the first time that the Roskilde Festival had integrated Bluetooth technology to enhance the concert experience. The technology proved that future scenarios with Bluetooth on all the concert stages with downloads of live recordings are definitely a realistic progress' commented Kristian Ridley, who managed the ONMOB project



Must be Danish bagpipes ...

with help from Rasmus Knippel & Kristian Ridley. ONMOB began as a University development assignment by the four students Riem ZouZou, Nils Rydh (both ITU), Hans-Ulrik Grunth & Sofie Widding (Both from Syddansk University).

BLIP Systems is a wireless technology company, based in Denmark, which began in 2003 after a Management Buy-out of all Danish Ericsson's Bluetooth activities.