

Comzo Live Concept

- Entertainment and advertising working together

Comzo Live Concept is a new way for entertainment event sponsors to bond with consumers and fans at a higher and more personal level than ever before. Sponsors will reach a targeted audience in an entertainment environment and fans will in return get free sponsor-branded exclusive material from their favorite artists right in their mobile phone.

The Comzo Live Concept can be applied to every genre of the entertainment industry: music, sports, and festivals to other forms of in-door/outdoor events. The Comzo Live Concept is best suited for large-scale shows and events.

Comzo Live Concept in a music concert scenario - step by step

- First you buy your ticket
- Then you download your ComzoExplorer
- Then you receive the exclusive material you want during the show

Information on the pre-sale ticket

When you buy your pre-sale ticket you will get information on how to receive exclusive artist material during the show. This information can be found on the ticket itself, on the website of the artist or promoter, the online pre-sale shop or online at the event sponsor's website. The exclusive material can be anything from music, videos, discounts, unreleased material, vip-access to online site etc.

Downloading ComzoExplorer

To be able to receive exclusive material on your mobile phone all you have to do is to download the free sponsor-

branded ComzoExplorer from any website associated with the event (the artist's, the promoter's, the record company's, the sponsor's). The download is quick and easy and only requires a simple sign-up session to access the actual download. ComzoExplorer is free to download.

Receiving exclusive material at the event

To make Comzo Live Concept possible the entire venue is turned into a giant Comzone, a Multi-zone. When your mobile phone enters the venue with your Bluetooth activated and visible the Comzone you are in will automatically recognize your phone and inform you that exclusive material is ready to be downloaded. This request can be scheduled to happen anytime during the show. Those who haven't downloaded the ComzoExplorer prior to the event have the opportunity to do so at the venue. Standard promotion tools like banners, LCD-screen information and speaker announcement will make people aware of that possibility. Downloading the ComzoExplorer at the venue is quick, easy and free.

Managing technical aspects of Comzo Live Concept

Comzo will manage all aspects of the Comzo Live Concept. We will collect retrieved information and host the ComzoExplorer downloading site. Even if you first log on to the artist/promoter/sponsor's website, you will be redirected to us where the actual sign-up and download will take place. We will of course also build, support and manage the Comzones from scratch to finish on the location for the actual event.

