

## Astros Have First Ballpark with Bluetooth Technology

Written by The Staff  
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**Minute Maid Park** is now the first ballpark in the US to offer **Bluetooth**-downloading capabilities.

Fans can download **Astros** pictures, wallpaper, promotions, and exclusive team content to their phones, including the home run spectacular shown on the Astros Smart Vision screen.

Bluetooth zones are located at two restaurants inside Minute Maid Park, **Lefty's Bar-B-Que** (left field concourse) and

### **9 Amigos**

(located in the concourse area behind center field). The interactive zones were first available on April 2, the Astros Opening Day. These specified areas deliver still photos and animations, video and audio clips, ticket offers, merchandise offers, sponsor offers, interactive applications, and links.

"The Astros are excited to be able to offer Bluecasting to our fans," said Astros Senior Director of Marketing **Jennifer Randall**. "We are always looking for new and innovative ways to reach the Generation Y demographic. The Astros are able to offer several pieces of free content during each home game. Bluecasting allows us to send brand-building messages such as custom phone wallpapers and exclusive videos along with sales-driven messages, including ticket and sponsor offers."

Bluecasting is an interactive proximity-based marketing tool which allows the consumer to initiate a communication between the individual and a particular brand. Bluecasting differentiates itself from more traditional mobile content delivery with its ability to provide an immediate, site-specific call to action, and the speeds at which it is capable of delivering content to mobile devices. Astros fans now have the ability to interact with their favorite team and take value-rich content home with them through use of their cell phone.

Bluetooth wireless technology is a short-range communications technology intended to replace the cables connecting portable or fixed devices while maintaining high levels of security. The

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Bluetooth specification defines a uniform structure for a wide range of devices to connect and communicate with each other. Bluetooth technology has achieved global acceptance such that any Bluetooth enabled device, almost everywhere in the world, can connect to other Bluetooth enabled devices in proximity. The process of transferring information from the Bluetooth Zones to the Bluetooth receiver is also known as Bluecasting.