



EasyBox Product Overview, Features and Pricing

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## EasyBlue Overview

EasyBlue is a business name of White Knight Projects Ltd., a UK-based importer and distributor of [Bluetooth Media & Marketing devices](#). It is one of the only companies in the UK that integrates [Mobile Phone Advertising](#) R&D, Manufacturing, Distribution and Sales into one complete process and delivers its solutions to clients via one point of contact. Its area of specialisation is BlueTooth Marketing and Proximity Marketing, both of which are perfect technologies, if properly utilised, to send targeted advertising to mobile phones. Since its inception in 2007, it is continuously attracting a growing number of corporate clients who are looking to target their customers in a whole new way.



The team was founded in November 2006 by Marketing Graduate Lee Rushworth, and included an internet and wireless communication expert, an experienced field sales executive, a well versed technical consultant with specialities in BlueTooth technology and several contacts from within the manufacturing industry who have experience and facilities in China and Eastern Europe who enabled EasyBlue to begin manufacturing the EasyBox abroad.

White Knight Projects Ltd. was founded in June 2007 and began trading as EasyBlue shortly thereafter. It began its operations from a bedroom office in Sunderland and has since moved to dedicated premises in the historic city of Durham located on the North East coast of England. Its consultants and advisors help companies based in the North East (and nationally when it comes to the [EasyBox](#) and [EasyHotspots](#) products) to get the most out of their [mobile phone advertising](#) strategy.

EasyBlue has an exciting portfolio of products and have a strong determination to establish their products as forerunners in a new and growing [mobile media advertising](#) generation.

## EasyBox Overview

The EasyBox™ is a fully independent, standalone mobile phone advertising product that allows you, from any venue or location of your choice, to send targeted ads to potential customers' mobile phones as they walk through the EasyBox's transmission radius (up to 100m in open space). It is easy to use and is powered by the mains and allows you to update and send mobile phone ads as often as you like for no cost. The EasyBox will transmit all of the most common advertising file types, such as .jpg, .gif, .3g etc. For a full list of transmitted file types refer to the specifications on page 5.

## EasyBox Features

### 1. Statistical Reporting

The EasyBox comes with software that allows you to display the amount of adverts the unit sent and what ratio were accepted by users. This is a useful tool for measuring the hit rate of any campaign that you are running. The data is accessible in real time, whenever you want to view it.

### 2. Customizable Send From Data

With its customizable data menu, the EasyBox allows its users to edit the name of the company that is sending the advert, for example, 'Joe's Pizza Restaurant'.

### 3. LED Live Status

The EasyBox comes with a fully integrated LED display which gives a constant readout of what the unit is currently trying to do, for example, 'Searching for BlueTooth Devices', '1567 Devices Found', 'Transmitting' etc.

### 4. Mains Powered or Battery Powered

The EasyBox can either be battery powered or mains powered and will function automatically, without the need for constant maintenance. Once it is turned on, it will continue to deliver your advert until you change the ad or the unit is turned off as long as there is power to the unit.

#### 5. **Automatic Searching**

The EasyBox, once turned on, will automatically search for BlueTooth devices and send ads to available devices. It will poll for new devices every few seconds.

#### 6. **Rejection Memory**

The EasyBox will remember the ID of every device it has tried to reach during a session and will not bombard the same phone with multiple messages in one session. Once a potential customer has rejected a transmission, the EasyBox will not try to send that device another transmission.

#### 7. **100m Transmission Distance**

The EasyBox has a transmission distance of up to 100m in open space. The transmission distance available will depend on obstacles (such as buildings) and is generally line of sight.

#### 8. **Transmission of Multiple File Types**

The EasyBox can send any of the following file types: .jpg, .gif, .mp3, .mp4, .3g or kjava

## **Residual HotSpot Earnings – Make Money by Owning an EasyBox!**

With the EasyBox, you also have the option to enter into our Easy HotSpot scheme. This allows you to EARN MONEY by allowing other advertisers to distribute ads via your EasyBox. It works by allowing users who are interested in advertising via the EasyBlue EasyHotSpots service to buy advertising space through EasyBlue, who pass on 80% of the ad revenue to the HotSpot owner.

For example, if you own a pub and an EasyBox, you could sign up to our EasyHotspot service. We charge varying rates for different locations, depending on your EasyBox's reach, and our customer pays us the value of the HotSpot, for example, £100 for a week. We then contact you and send you the Ad File they need to distribute and pay you the £80 (£100 minus our 20% fee) for renting out the HotSpot.

It's a unique product in the marketplace that offers EasyBlue customers a real chance to get residual income from their EasyBoxes.

For more information or to sign up and start making money from our EasyHotSpots Service, call us on 0191 517 2547 to discuss your needs.

## **EasyBox Technical Specifications**

	<b>EasyBox Mains Version</b>	<b>EasyBox Battery Version</b>
<b>Weight</b>	430g	920g
<b>Size</b>	13cm(W)*14cm(L)*4.5cm(H)	13cm(W)*14cm(L)*4.5cm(H)
<b>Battery</b>	None	Lithium
<b>SDRAM</b>	Above 16mb	Above 16mb
<b>NANDA Flash</b>	Above 256mb	Above 256mb
<b>Power Input</b>	110V~240V	110V~240V
<b>Power Output</b>	12V, 2A DC	12V, 2A DC
<b>Bluetooth Class</b>	ClassII/Class I	ClassII/Class I
<b>Simultaneous Connections</b>	21	21
<b>Transmission Speed</b>	100kb/s	100kb/s
<b>Operating Environment</b>	0°C~ +60°C	0°C~ +60°C
<b>Updating Methods</b>	USB, GPRS, LAN	USB, GPRS, LAN
<b>Networking Interface</b>	10/100 Ethernet	10/100 Ethernet
<b>Operating System</b>	Linux Embedded System.	Linux Embedded System.
<b>Colours</b>	Black or White	Black or White
<b>Certificates</b>	CE, RoHs	CE, RoHs

## EasyBox Pricing

All prices are ex VAT.

### Trade Price Breaks

Unit	SKU	Description	1-10	11-30	30-60	60+
EasyBox	NVPNTCH	Mains Powered	899	699	599	509
EasyBox	BVPNTCH	Lithium Powered	939	739	639	549

Want the Unit, but **don't** want to **spend the money outright**? No problem, we can help!

### Leasing Options

We also have the facility to offer leasing options to customers through our partnership with a leasing agent.

Leasing offers customers some great benefits over paying outright:

- **Immediate Acquisition of Equipment**  
You can acquire the equipment that is needed now, not when the cost meets budgeting requirements.
- **Conserve's Working Capital**  
Working capital can be employed for other profitable purposes. Further, because we are supplying an alternative line of credit, existing credit lines remain undisturbed.
- **Tax Advantages**  
100% of all rentals can be offset against company profit.
- **Planned Budgeting**  
By structuring the facility for you the payments can be made to match your cash flow.
- **Payment Reflects Usage**  
By spreading the cost of the equipment over the life of the goods, it will reflect its usage and allow for easy replacement when obsolete.
- **Built in Flexibility**  
Early settlement and upgrade of equipment is available.

Leasing rates/prices depend on the term of the lease. We may also be able to offer you a better deal if your company has been trading for more than 3 years. Some typical examples of leasing repayments follow:

#### 5 EasyBoxes @ 5 of your Venues repayable over 5 years

Monthly Payment: **£120.83** ex VAT

Weekly Payment: **£27.89** ex VAT

#### 5 EasyBoxes @ 5 of your Venues repayable over 3 years

Monthly Payment: **£174.63** ex VAT

Weekly Payment: **£40.30** ex VAT

#### Note:

Example is based on new business start-up. You may qualify for **cheaper** repayments if your business has been trading for more than 3 years.

## Trade Supply and Applications Form

EasyBlue supply trade customers and resellers across the country with the EasyBox product. If you would like to resell EasyBlue EasyBoxes please complete the following application form to receive reseller pricing sheets. Resellers must place a minimum order of 20 units to qualify for reseller price breaks.



### Checklist

Please ensure before you return your forms to us that you have checked all the boxes below, as incomplete information will delay processing of your application.

- Trade application form (all fields must be completed in full)
- Page three of the form is signed by a Director / Partner
- If you are VAT registered, a copy of your VAT registration certificate is enclosed (if this is not available, please enclose a recent copy of your VAT return)
- If you are not VAT registered, two forms of identification are enclosed. These could include a bank statement, a utility bill (water, electric or gas) dated within the last three months or letters from Government Departments
- Your completed credit / debit card authority form is enclosed (for cleared funds transactions. Goods must be shipped to the card's registered address for your first order.)

Please note, under most circumstances we will require that a minimum of three cleared funds transactions be completed in keeping with the terms & conditions of our Trade Indemnity insurance. Thereafter, COD or account facilities may be granted subject to satisfactory credit status.

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Please complete this form **in full**, signed by the Proprietor, a Director or a Partner.  
Then fax to 0845 862 0838 and post the original to the address above.

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Company Name: \_\_\_\_\_

Full Trading Name: \_\_\_\_\_

Trading Address: \_\_\_\_\_

\_\_\_\_\_ Post Code: \_\_\_\_\_

Tel: \_\_\_\_\_ Fax: \_\_\_\_\_

Website: \_\_\_\_\_

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Managing Director: \_\_\_\_\_ Tel: \_\_\_\_\_

E-mail Address: \_\_\_\_\_

Purchasing Contact: \_\_\_\_\_ Tel: \_\_\_\_\_

E-mail Address: \_\_\_\_\_

Accounts Contact: \_\_\_\_\_ Tel: \_\_\_\_\_

E-mail Address: \_\_\_\_\_

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Type of Business  Limited Company  Partnership  Sole Trader  Other

(Please tick where appropriate) If Other, please specify: \_\_\_\_\_

Company Registration No: \_\_\_\_\_ VAT No: \_\_\_\_\_

Date of Incorporation: \_\_\_\_\_ No. of Employees: \_\_\_\_\_

Registered

Address: \_\_\_\_\_

\_\_\_\_\_ Post Code: \_\_\_\_\_

Preferred payment method: \_\_\_\_\_

Annual Turnover: \_\_\_\_\_ Nature of business \_\_\_\_\_

Please complete the following, and the 2nd Director / Partner Details if applicable:

Proprietor / Director / Partner Name: \_\_\_\_\_

Address:

\_\_\_\_\_

\_\_\_\_\_ Post Code: \_\_\_\_\_

\_\_\_\_\_

2nd Director / Partner Name: \_\_\_\_\_

Address:

\_\_\_\_\_

\_\_\_\_\_ Post Code: \_\_\_\_\_

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Trade Reference 1:

\_\_\_\_\_

Address:

\_\_\_\_\_

\_\_\_\_\_ Post Code: \_\_\_\_\_

\_\_\_\_\_

Contact Name: \_\_\_\_\_

Tel: \_\_\_\_\_

\_\_\_\_\_

Credit Limit: \_\_\_\_\_

Time Known: \_\_\_\_\_

\_\_\_\_\_

Trade Reference 2:

\_\_\_\_\_

Address:

\_\_\_\_\_

\_\_\_\_\_ Post Code: \_\_\_\_\_

\_\_\_\_\_

Contact Name: \_\_\_\_\_

Tel: \_\_\_\_\_

\_\_\_\_\_

Credit Limit: \_\_\_\_\_

Time Known: \_\_\_\_\_

\_\_\_\_\_

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Bank Details

Bank Name: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

Post Code: \_\_\_\_\_

Tel: \_\_\_\_\_

Account held for: \_\_\_\_\_

Account No: \_\_\_\_\_

Sort Code: \_\_\_\_\_

I declare that I have read and agree to EasyBlue Advertising's Terms and Conditions of Sale and will adhere to the payment terms as per our agreement. I declare all particulars above to be true and correct.

Please note: This form **must** be completed **in full** and signed by a Director, Partner or Proprietor for an account to be opened.

Please enclose a copy of your VAT Registration Certificate. Alternatively, if you are not VAT registered, please enclose two forms of ID (for example, a recent utility bill and bank statement)

Signed: \_\_\_\_\_

Print Name: \_\_\_\_\_

Position: \_\_\_\_\_

Date: \_\_\_\_\_



Should we issue you with a valid EasyBlue Advertising Account Number, your acceptance of that number, and of our corresponding Terms & Conditions of Sale, will be deemed to take place upon our receipt of your first Purchase Order, whether made by electronic means, verbally, in person, or in writing, to us.

Implicit in your acceptance will be your agreement to adhere to, and be legally bound by, our published Terms & Conditions of Sale at all times.