

Vending  
Ads

**MLV** CHANOKIO LIMITED  
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## Free Bluetooth PhotoPrint to Exchange Ad Eye Balls

### OVERVIEW

The 2008 Olympic and Paralympic Equestrian (“Horse Riding”) Event is part of the 2008 Beijing Olympics that was proudly held in Hong Kong during the period from July to September 2008.

### THE OPPORTUNITY

During the period from mid of July to end of September 2008, some twenty sets of photo kiosks were installed into the tourist spots such as the Hong Kong International Airport and Hong Kong Cultural Center as well as the prominent shopping malls.

Through these self-service photo kiosks, MajorLink joined force with Chanokio and Kodak to launch the Vending Ad service with sponsorship from Samsung for supporting this special event.

### THE SOLUTION

Users are offered FREE prints by sending their photos from their camera phones via bluetooth transmission to the kiosk. Before the photo is being printed instantly on spot, the promotional video for the equestrian event together with the sponsorship ad video lasting for about 1-2 minutes will be displayed for user viewing.

MajorLink products & services include the photo printing kiosk, bluetooth photoprint software and project management service.

Launched in Q3-2008. This marketing campaign is awarded the Digital Media Campaign Certificate of Merit for Best Ubiquitous Networking in the Hong Kong ICT Awards 2008.

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