

CASE STUDY **Loop21 WLAN Entertainment™ at the Eristoff Tracks Urban Art Forms Festival 2011**

Loop21 provided the exclusive WLAN Entertainment™ at this year's Eristoff Tracks Urban Art Forms Festival in Wr. Neustadt (Lower Austria). This is a unique system all over the world. The guests connect their own smartphones to the free Loop21-WIFI. Directly, they get current information about their present location – depending on where they are. At the Eristoff Tracks Urban Art Forms Festival, these were Facebook for free, the check in & win button (promotion), line up & map, the current festival info, which drinks are offered and information about the current weather.



Eristoff Tracks Urban Art Forms Festival 2011

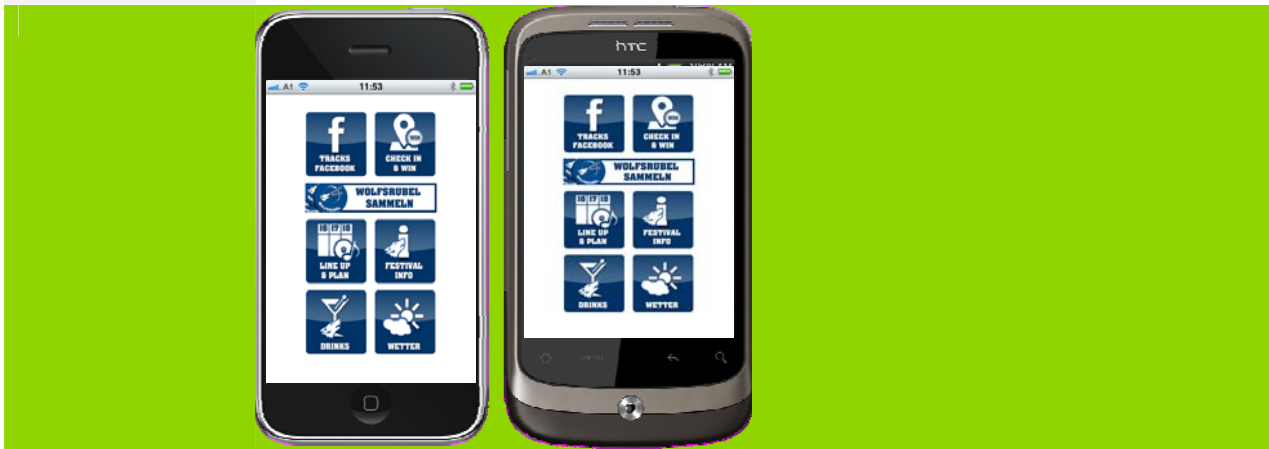
Founded in 2004, the Eristoff Tracks Urban Art Forms Festival 2011 turned out to “Europe’s leading audiovisual electronic dance music festival”. The festival takes place in the Arena Nova Playgrounds in Lower Austria. Loop21 installed 5 Entertainment™ locations at the festival to provide its exclusive WLAN Entertainment™ system.

Eristoff Tracks Urban Art Forms Festival 2011: June 16th – 18th, 2011
5 Locations: Stage, Walk of Fame, Main Stage, Turbo Stage, Outdoor Areas
More information: www.uaf-festival.at

Eventainment™ offers the perfect platform for a direct und interactive B2C communication. A brand or a product can be placed directly on the end-customer’s smartphones. It does not matter, if a guest enjoys a concert, a festival or a car racing. They are already equipped and thanks to the WLAN Entertainment™ system, every display, which is carried in their trouser pocket, becomes a promotional tool. Brand promotion finds a direct way to its target group. So, this new promotional tool is used more and more for the new customer retention! A product meets their customers – directly!

Every smartphone becomes a festival guide

The Entertainment™ system is optimised for every common smartphone (without an APP). It does not matter, if the guest uses an iPhone or an Android device. Via the Loop21 Wi-Fi, every smartphone becomes a personal festival guide.



Review: Eristoff Tracks Urban Art Forms Festival 2011

The event exceeded all expectations.

According to our statistics, the Loop21 system at the Eristoff Tracks Urban Art Forms Festival attracted about 2,000 visitors. The most important numbers are:

- Approximately 900 visitors called-up the Line-Up and map information
- 700 people used Facebook for free
- The Landing Page reached amazingly more than 5,500 visits

To it sum up, thousands of visitors called up all interesting information about the Eristoff Tracks Urban Art Forms Festival with their smartphones. WLAN Eventainment™ made it possible and it was a success for Eristoff, a brand of Barcadi-Martini.

Finally, a quote from our client BACARDI-MARTINI GmbH:

“We could offer a clear added value for the user, and the user statistics have significantly exceeded our expectations. Moreover, we were very pleasantly surprised that the tool was used so actively, although the promotional support of our local crew was low. All of us together with Loop21 pre-defined goals could be fulfilled by the software solution. Our conclusion: we would work again at every time with the competent and solution-oriented team of Loop21.”

About us

The company Loop21 Mobile Net GmbH is situated in Austria (Europe) and is a full-owned subsidiary of www.funknetz.at GmbH, which services a range of Internet projects in Europe and abroad, being one of the largest Wireless Internet Service Providers (WISP). Being a mere garage start-up in 1999, the company has developed into a well-established company by now.

By using the fundamental network and infrastructure know-how efficiently, Loop21 is a developer, producer and provider of Wi-Fi hotspot systems. Offering well-developed WIFI hotspot software including location-based services that cover complete areas, the trend of "Wi-fi Internet" is combined with entertainment and infotainment, which is realised step by step in Europe and abroad.

The young and dynamic team services a large number of providers, companies, tourism associations, amusement parks, gastronomy, hotel industry, towns, municipalities and shopping centres worldwide. That shows the intersectoral demand for innovative tools, which improve the customer relationship and guidance.

Offering unique software, experiences in international activities were collected. Loop21 has realised various consulting projects by now. The company convinces with its transnational experiences. Projects in Germany, Italy, the Slovak Republic, Hungary, Kosovo, Greece and Nigeria stand out due to the precise project handling, competence and flexibility.

Contact information

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