

Converging media scores a first at Menlyn Park

Media convergence has broken new ground at Menlyn Park Shopping Centre, Pretoria. It has become the first mall in Africa to use mobile technology to communicate with shoppers in a personalized manner.

One of the first malls in Pretoria to implement a Bluetooth system, Menlyn Park has used upgraded systems to allow shoppers to register their Bluetooth phones in less than 30 seconds and choose information from a list of interests.

The Bluetooth system processes the information in such a way that on their next visit the customer is recognised, greeted and welcomed personally to the mall, says Aslam Omar, centre manager, for the shopping centre. Then information related to categories which the customer has pre-selected is offered for acceptance by the customer. If your interests lie with sport, women's fashion and entertainment that is the only information update you will receive.

The shopping centre has launched the system with prizes, special promotions and regular discounts. Registered customers will definitely feel the difference with the personalized attention now on offer at the mall.

The centre also has a mobile site, called MOBIZ, which can be accessed by entering www.mobiz.co.za into a GPRS enabled phone.

Customers will be able to access the site wherever they are. Even if they are at home they will be able to "surf" the mall. This gives the added advantage that the customer no longer needs to be at a PC to access the Menlyn website. So in line with the mobile trend Menlyn is first to offer their clients an additional communication channel direct to their phones.

The site contains information on the mall, services, events, promotions, entertainment, and a store directory.

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