

## Hunters staking out a new database

Cider brand Hunters recently commissioned Gloo Digital Design to create and design a new online experience for the brand, resulting in a unique ringtone game, wallpapers, video clips and ringtones.



Gloo's aim was to create a deep and interactive experience for visitors, as well to allow Hunters to open up a one-to-one communication channel with their customer base via cell phone and email.

As part of this, the design called for delivery of various digital visuals to both personal computers and cell phones. As Gloo's preferred partner in Mobile development, Fontera stepped in to assist with parts of the delivery.

For the ringtone delivery a new solution was required to incentivise users to give their mobile phone details online and thereby download existing ringtones from the site while allowing Hunters to develop a database of consumers.

One solution was developed that can deliver all of the content options: wallpaper, video and ringtones. This is due to the use of a device capabilities library, which allows Fontera to optimise the content requested to the specific device for which it is intended, i.e. a computer or a cellphone.

The capabilities library is particularly effective considering the wide variety of mobile devices on the market, each supporting different levels of capability and various formats. For example a user simply selects the ringtone they want without having to know the technical specs, or even make and model, of their device.

Unique ring tones generated on-the-fly from a Flash based game within the site. In this game, users are able to select from various lyrics and compose their own unique ring tone.

Fontera also provided a back-end solution that allows the composed audio file to be dynamically converted to the required mobile formats and pushed to the user's mobile device.

Simon Leps, Marketing Director of Fontera says: "This is just another example of how flexible mobile technologies solution can be."

To try out the Hunters' ringtone generator, visit their site on [www.hunters.co.za](http://www.hunters.co.za) and click on the dice/games option to compose your own ringtone and have it delivered direct to your phone from the website.