

New book covers history of Bluetooth, location-based marketing in SA

[Petros Kondos](#) - the founding member and CEO of Bluetooth location-based marketing company, Wireless Customer Interactive Technologies ([WCIT](#)) which closed in 2010 - has recently released a book, *Mobile phones, Bluetooth and location based services*, detailing the history of mobile media in South Africa and abroad, including Bluetooth and location-based marketing.



Petros Kondos

From 2005 to 2010, WCIT was [very successful locally and internationally](#) and helped put SA on the forefront of location-based marketing via Bluetooth. Millions of shoppers received Bluetooth messages, occasionally called Bluespam, when visiting their favourite mall. These messages succeeded in planting store and product info onto customer phones without going through the networks.

Case studies, advice and start-up information

Mobile phones, Bluetooth and location based services details extensive case studies and contains advice and information for those who operate in the mobile space (you may even recognise some of the characters, says Kondos). At the same time, it offers insights into the "start-up" environment in SA.

It is available as US\$5 e-book on [Amazon Kindle](#); for those on a tight budget, it can be downloaded free of charge from www.petroskondos.com.

According to Kondos ([@Petros99](#)), his book has received a number of exceptional reviews from leaders in the mobile industry, including Phil Barrett, global senior director for digital marketing at RIM.

For more:

- Burningthebacon.com: [An inside look at bluetooth and location based marketing](#) (Phil Barrett's blog)
- Mobile Marketing Blog: [A Book on Bluetooth Proximity Marketing](#)
- Mjelly: [The story of an early location based mobile marketing startup](#)
- GoMoNews: [Book offers useful insights into Bluetooth marketing](#)
- Mobhappy.com: [Bluetooth Marketing - The Truth](#)

