

# Chapter XXIX

## V–Card: Mobile Multimedia for Mobile Marketing

**Holger Nösekabel**

*University of Passau, Germany*

**Wolfgang Röckelein**

*EMPRISE Consulting Düsseldorf, Germany*

### ABSTRACT

*This chapter presents the use of mobile multimedia for marketing purposes. Using V-Card, a service to create personalized multimedia messages, as an example, the advantages of sponsored messaging are illustrated. Benefits of employing multimedia technologies, such as mobile video streaming, include an increased perceived value of the message and the opportunity for companies to enhance their product presentation. Topics of discussion include related projects, as marketing campaigns utilizing SMS and MMS are becoming more popular, the technical infrastructure of the V-card system, and an outline of social and legal issues emerging from mobile marketing. As V-card has already been evaluated in a field test, these results can be implemented to outline future research and development aspects for this area.*

### INTRODUCTION

The chapter presents the use of mobile multimedia for marketing purposes, specifically focusing on the implementation of streaming technologies. Using V-card, a service for creating

personalized multimedia messages, as an example, the advantages of sponsored messaging are illustrated. Topics of discussion include related projects, as marketing campaigns utilizing SMS and MMS are becoming more popular, the technical infrastructure of the V-card sys-

tem, and an outline of social and legal issues emerging from mobile marketing. As V-card has already been evaluated in a field test, these results can be implemented to outline future research and development aspects for this area.

Euphoria regarding the introduction of the universal mobile telephony system (UMTS) has evaporated. Expectations about new UMTS services are rather low. A “killer application” for 3<sup>rd</sup> generation networks is not in sight. Users are primarily interested in entertainment and news, but only few of them are actually willing to spend money on mobile services beyond telephony. However, for marketing campaigns the ability to address specific users with multimedia content holds an interesting perspective.

Advertisement-driven sponsoring models will spread in this area, as they provide benefits to consumers, network providers, and sponsors. Sponsoring encompasses not only a distribution of pre-produced multimedia content (e.g., by offering wallpapers), Java games, or ringtones based on a product, but also mobile multimedia services.

Mobile multimedia poses several problems for the user. First, how can multimedia content of high quality be produced with a mobile device. Cameras in mobile telephones are getting better with each device generation; still the achievable resolutions and framerates are behind the capabilities of current digital cameras. Second, how can multimedia content be stored on or transmitted from a mobile device. Multimedia data, sophisticated compression algorithms notwithstanding, is still large, especially when compared to simple text messages. External media, such as memory cards or the Universal Media Disk (UMD), can be used to a certain degree to archive and distribute data. They do not provide a solution for spreading this data via a wireless network to other users. Third, editing multimedia content on mobile devices is nearly impossible. Tools exist for

basic image manipulation, but again their functionality is reduced and handling is complex.

Kindberg, Spasojevic, Fleck, and Sellen (2005) found in their study that camera phones are primarily used to capture still images for sentimental, personal reasons. These pictures are intended to be shared, and sharing mostly takes place in face-to-face meetings. Sending a picture via e-mail or MMS to a remote phone occurred only in 20% of all taken pictures. Therefore, one possible conclusion is that users have a desire to share personal moments with others, but current cost structures prohibit remote sharing and foster transmission of pictures via Bluetooth or infrared.

V-card sets out to address these problems by providing a message-hub for sublimated multimedia messaging. With V-card, users can create personalized, high-quality multimedia messages (MMS) and send those to their friends. Memory constraints are evaded by implementing streaming audio and video where applicable. V-cards can consist of pictures, audio, video, and MIDlets (Java 2 Micro-Edition applications). Experience with mobile greetingcards show that users are interested in high-quality content and tend to forward them to friends and relatives. This viral messaging effect increases utilisation of the V-card system and spreads the information of the sponsor. Haig (2002, p. 35) lists advice for successful viral marketing campaigns, among them:

- Create of a consumer-to-consumer environment
- Surprise the consumers
- Encourage interactivity

A V-card message is sponsored, but originates from one user and is sent to another user. Sponsoring companies therefore are actually not included in the communication process, as they are neither a sender nor a receiver. V-

8 more pages are available in the full version of this document, which may be purchased using the "Add to Cart" button on the publisher's webpage:

[www.igi-global.com/chapter/card-mobile-multimedia-mobile-marketing/20981](http://www.igi-global.com/chapter/card-mobile-multimedia-mobile-marketing/20981)

## Related Content

---

### Another AI? Artificial Imagination for Artistic Mind Map Generation

Ruixue Liu, Baoyang Chen, Xiaoyu Guo, Meng Chen, Zhijie Qiu and Xiaodong He (2019). *International Journal of Multimedia Data Engineering and Management* (pp. 47-63).

[www.irma-international.org/article/another-ai-artificial-imagination-for-artistic-mind-map-generation/245753](http://www.irma-international.org/article/another-ai-artificial-imagination-for-artistic-mind-map-generation/245753)

### Optimizing Quality-of-Experience for HTTP-based Adaptive Video Streaming: An SDN-based Approach

Sangeeta Ramakrishnan, Xiaoqing Zhu, Frank Chan, Kashyap Kodanda Ram Kambhatla, Zheng Lu, Cindy Chan and Bhanu Krishnamurthy (2016). *International Journal of Multimedia Data Engineering and Management* (pp. 22-44).

[www.irma-international.org/article/optimizing-quality-of-experience-for-http-based-adaptive-video-streaming/170570](http://www.irma-international.org/article/optimizing-quality-of-experience-for-http-based-adaptive-video-streaming/170570)

### Introduction to Multicast Technology

Gabor Hosszu (2002). *Multimedia Networking: Technology, Management and Applications* (pp. 369-411).

[www.irma-international.org/chapter/introduction-multicast-technology/27041](http://www.irma-international.org/chapter/introduction-multicast-technology/27041)

### Weighted Association Rule Mining for Video Semantic Detection

Lin Lin and Mei-Ling Shyu (2010). *International Journal of Multimedia Data Engineering and Management* (pp. 37-54).

[www.irma-international.org/article/weighted-association-rule-mining-video/40984](http://www.irma-international.org/article/weighted-association-rule-mining-video/40984)

### Unit-Selection Speech Synthesis Method Using Words as Search Units

Hiroyuki Segi (2016). *International Journal of Multimedia Data Engineering and Management* (pp. 1-15).

[www.irma-international.org/article/unit-selection-speech-synthesis-method-using-words-as-search-units/152868](http://www.irma-international.org/article/unit-selection-speech-synthesis-method-using-words-as-search-units/152868)