

Transform your time!



1/2 bitbop wuz here

Leaving geo-located bitbop information in places where people can discover and access.



Solution

Whenever a person watches a bitbop program in public it leaves behind an identifiable quote from the content in that location. When people find and access that quote - they get to watch the clip for free. This can be activated by the viewer or seeded by bitbop in any location.

The quotes themselves are viewable through a downloaded Augmented Reality app like WikiTude or Tweeps Around or Layar (partner opportunity) or ideally BitBop's own app. This is downloaded to the person's smartphone. The quotes are also shareable and can be sent to someone as a gift via twitter or facebook.

Outdoor prompts include graffiti-like directions evoking content from bitbop offerings which send people to twitter to stream today's free content.

Quotes are housed inside the bitbop logo. For example:

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Creative's profile



khabarta **PRO**