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Red carpet event at the Tribeca Film Festival (TFF); mobile interface for TFF

case study: tribeca film festival

An exciting and state-of-the-art technology was brought into play at this year's Tribeca Film Festival (TFF) with the introduction of Gimbal Proximity Beacons to TFF's mobile app. The official TFF iOS mobile app used Gimbal Proximity Beacons (or beacons) as a way to notify app users of location-relevant content, promotions, and additional offers, such as nearby venues, shows, and screening times. As long as the attendee had the official TFF iOS app installed on their mobile device and had enabled Bluetooth notifications, they would receive alerts offering information about the event and could even purchase tickets directly through the app. This technology was able to recognize when a user was inside a theatre, pause notifications until after the screening was over, and then provide movie-goers with an easy way to leave feedback as they exited the venue.

In just 38 days, TFF was able to conceptualize and implement the entire beacon program by utilizing Titan's existing distribution of hundreds of beacons throughout Manhattan. They also placed additional beacons in numerous theatres with the assistance of Titan and Gimbal, and the easy-to-use software provided by Gimbal optimized the beacon's performance.

Formerly a division of Qualcomm, Gimbal provides software for app developers to create smartphone apps that are "context aware", or apps that

use various sensors in the device to determine where a person is, what they may be interested in and similar relevant information. This includes the ability to pick up on Gimbals low energy BlueTooth (BLE) proximity beacons, which, when placed just about anywhere, enable the micro-location awareness both indoors and out. Titan Media unites OOH advertising with social media, and successfully reaches out to targeted audiences, engaging consumers through brand interaction and exposure.

"Titan and Gimbal were great partners to develop an innovative program during the Tribeca Film Festival that allowed us to reach Tribeca fans at our venues and provide them with relevant messages. With a Festival that has to assimilate into one of the busiest cities in the world, it gave us a hint of the power of the Gimbal technology for our future of delivering context rich information and incentives through our Festival app."

- Matt Spangler, EVP, Marketing and Content, Tribeca Enterprises