



PRESS RELEASE

Instant Update on Your Social Network Accounts with Share@Site

Istanbul, August 5, 2011- [Promart Promotion](#), a promotional solutions agency, and [Bilpark Information Technologies](#), today announced that their new product [Share@Site](#) has been launched. The product's infrastructure **SNoRFID** (Social Networking over RFID) was used for the first time at **Rock'n Coke 2011 Festival** by **Coca-Cola**. The product enables event visitors to update their social network accounts using **RFID** technology and creates even more excitement and fun during the event.

The visitors of Rock'n Coke shared their festival experiences instantly on Facebook during the whole event. Visitors were given their own individual RFID wristbands entering the event area. Then, they associated their Facebook accounts with their wristbands at specially designed, user friendly Registration Kiosks. The festival area was covered with RFID Wristband Reading Points at various locations. When visitors touched a Reading Point with their wristbands the system immediately sent an update to their Facebook account. Each update had location, time and sponsor based content. Coca-Cola announced that 70,000 posts were sent during the event. In the scope of this project, Promart Promotion(Korkmaz ve Simsek), an approved supplier of Coca-Cola, provided the custom-produced Coca-Cola wristbands and Bilpark supplied the hardware infrastructure and special software to collect and evaluate the data, which are all under the hood of SNoRFID.

Mr. Burak Arcan, managing partner of [Promart Promotion](#), stated that [Share@Site](#) is a new era in marketing and he continued: 'RFID is a technology that has been in use for years but mainly for inventory control, personnel entry control...etc. As the technology enables users' instant interaction with social network without using any hardware and even without using Internet, it has recently been recognized as a popular technology in marketing. Brands are running innovative campaigns over this technology and make these campaigns more effective with the 'reach' power of social media. [Share@Site](#) opens up this new media to brands providing a new way of marketing.' **Mr. Onder Sonugur, managing partner of [Bilpark](#)**, said: [Share@Site](#) can be used at festivals, events, amusement parks, conferences...etc. 'Like', 'Photo tag', instant comment share, using shopping credits, making location-based contests at the event venue, lottery are only a few of the applications that are available with Share@Site.' Sonugur said that especially loyalty cards allow development of innovative applications for festivals and they enable the brand collect data regarding user behavior such as likes, dislikes,...etc.

For more information, visit www.ShareAtSite.com.

About Bilpark

The BilPark Information Technologies Inc. was founded in 2001 by a core team, which includes highly skilled specialist and consultants in their areas. The customer satisfaction is highly important for this core team while giving value added services and products with new technologies to its customers.

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The aim of this core team is to provide intelligent and reliable solutions related to the needs of the customers. In order to achieve this mission, BilPark is serving to its customers with the solutions/products of its local & international partners and in-house developed solutions/products/technologies.

www.bilpark.com

About Promart Promotion(Korkmaz ve Simsek)

Promart Promotion is a promotional solutions agency partnering with distinguished brands. Most of the company's works are event/project based and the company aims at providing consultancy that will add value to its customers' businesses. This can be consultancy for physical promotional solutions or digital marketing ideas such as social network projects over RFID.

Promart Promotion has production facilities for textiles, towels, bags, cushions, metal and plastic products. Promart Promotion(Korkmaz ve Simsek) is an approved supplier of Coca-Cola. The company is a member of PSI.

www.promart-promotion.com

<http://twitter.com/PromartPromo>

[http://www.facebook.com/Promart\(Korkmaz ve Simsek\)](http://www.facebook.com/Promart(Korkmaz ve Simsek))

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