



<<< **the vibe** >>>

parties club nights promotions djs music lifestyle

Phone In: Text Message Broadcasts

C U @ the club L8er.

IMU

If your DJ's not holding clubbers' attention, now they can tell him via text message, or pass the time cyber-chatting amongst themselves... for all to see, that is.

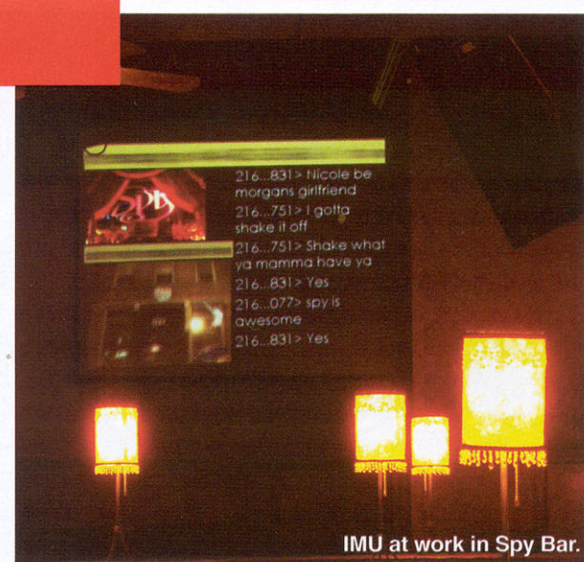
Pangolin's new Interactive Messaging Unlimited (IMU) software enables patrons to send text messages from their cell phones to video screens inside your club, and then stores those priceless cell numbers for your promotional desires.

How to get them to text in? DJ requests that go directly to the booth screen, contests, or

interesting convo in a chatroom set-up on the club's big screen may prove irresistible for the opinionated (or intoxicated) patron.

Says Chris Radzinski, GM of 800-cap Cleveland club Spy Bar, "We've only been running [IMU] a couple of weeks and I've already got 400-plus numbers." Spy's patrons like to post birthday shout-outs, playful disses, dorky flirting and drink special preferences.

www.pangolinsms.com



IMU at work in Spy Bar.