



Centrestage

Keeping you up with the play in the Central City.

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CENTRAL CITY BUSINESS ASSOCIATION



The Bangalore Polo Club

The newest bar/restaurant in the city, The Bangalore Polo Club on The Terrace, is a well-themed, high quality venue with an intricately detailed interior.

General manager Allan Forsdick said the idea was the brainchild of owner Louis Vieceli who wanted to create a destination where the focus was more on the social aspects of going out than just drinking. With so much fascinating detail, you can spend hours in the establishment discovering new things.

To make the experience work for customers, Allan says they need a team of people who buys into the concept and focuses on detail. That team is The Bangalore Badges who, incidentally, has never lost a game!

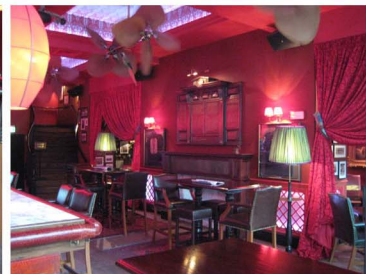
Executive chef Darren Wright wants food that reflects the surroundings: rich in texture with bold strokes of colour. He says the menu offers food full of flavour, spice and colour.

Another specialty is the cocktail list, designed by the Bangalore team and featuring 'Lady Stacey' and 'Side by Side'.

This bar/restaurant is a fantastic addition to the city and well worth checking out.



Paul Lonsdale
Central City Manager
Business Association



Thought Provoking

Realms of bliss, Realms of light,
Some are born to sweet delight,
Some are born to the endless night.
Jim Morrison

Time can tear down a building,
or destroy a woman's face,
Hours are like diamonds,
don't let them waste
Jagger/Richards

You are young and life is long,
There is time to kill today,
And then one day you find,
Ten years have got behind you,
No one told you when to run,
You missed the starting gun.
Pink Floyd

I don't claim to be guilty, guilty's too grand,
there's a law, there's an arm,
there's a hand.
Leonard Cohen

What you take won't kill you,
But be careul what you're giving,
Depeche Mode

Trends Matter Part 3

Following on from previous weeks, are more trends to look out for. Many may not seem to be connected with direct marketing but they are important to understand because they are how consumers will interact with brands and each other in coming years.

21ST CENTURY VENDING MACHINES
Vending machines have been around since the 1880s, selling staples such as sandwiches and snacks. But lately, some brands have grasped on to the time-pressed, 24/7 nature of the 21st century consumer and begun to create machines with an increasingly amazing array of options. While DVD rentals and iPod/iPhone machines have become fairly common, they're really just the tip of the iceberg.

APP WORLD
Apple pioneered the idea of mobile applications (apps)

with the launch of their iPhone App Store in June 2008. In just 16 months, the App Store has grown to offer over 100,000 apps in 20 categories and has experienced more than 2 billion downloads. But the iPhone only represents a little over 10% of the entire mobile phone market and sits right at 30% of the smart phone market. Currently, smart phone users represent 39% of all mobile users, while recent research shows that nearly 12% of mobile users plan to buy a smart phone in the next 90 days. With the explosive growth of smart phone usage and other wireless carriers finally catching up with their own application

offerings, the app life will soon be the way of life for the masses. Emerging competitors to the iPhone App Store domination include Microsoft's Marketplace for Mobile; Blackberry App World, launched in April last year, and Nokia Ovi Store, launched in May last year.

AUGMENTED REALITY
Augmented reality (AR) is a term and application that has been around since the 1990s. The mainstreaming of webcams and smart phone cameras allows individuals to unlock AR content and get a 3D experience, bringing the real and digital worlds together.