

Beat: Business

## MEDEA VODKA NEW BLUETOOTH BOTTLES SEND PERFECT MESSAGE FOR HOLIDAY SEASON

### NEW BLUETOOTH TECHNOLOGY-EQUIPPED BOTTLE

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**USPA NEWS** - MEDEA Vodka, the world's only spirit with a customizable LED message band on the bottle, is now lighting up the aisles with its new Bluetooth technology-equipped bottles, which are hitting the shelves in new major retailers nationwide...

MEDEA Vodka, the world's only spirit with a customizable LED message band on the bottle, is now lighting up the aisles with its new Bluetooth technology-equipped bottles, which are hitting the shelves in new major retailers nationwide. Already a hit in California, MEDEA has grown exponentially since its launch last year. It is now available in more than 40 states and new big box retailers.

The MEDEA Vodka LED bottle uses Apple's iBeacon Bluetooth technology in an innovative way to allow a smart phone to wirelessly set and display scrolling messages and is available both on iPhone and Android. Free to users, the App, developed in-house by the Medea technology team, will connect each consumer to their own bottle giving them the option to invite others, join social media, and locate their bottle, with updates containing more features planned in the near future. From the distance of a basketball court, Medea drinkers can create and edit up to 10 different messages of their choice.

Source : MEDEA Vodka

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