

Bluetooth Proximity Marketing

--User Guides

(N/G/W series)

CONTENTS

- How it works
- Specification & Feature
- Knowing the hardware operation
- Running the system
- Step1. Ready the software
- Step2. Upload advertisement
- Step3. Create advertiser information
- Step4. Create a campaign
- Step5. Update campaign to the device
 - A. Update via Internet
 - B. Update via LAN
 - C. Read Sending Report
- Step6. Set and Update Group Devices(For group devices user)

How it works

Device detection: System scans for Bluetooth-enabled device located in a range up to 100meters (330 feet) depending on the interior conditions and a target mobile phone type.

Permission request: for every device, system sends request for permission of sending files (it looks like " Do you want to connect with Blueone")



c. Content download. Once user has accepted request, system sends files. The number of actual simultaneous connections depends on the type of device you have purchased. (Thanks to multithread software architecture and multiple Bluetooth radios installed, sending files to one customer will not stop detection of new mobile phones around)

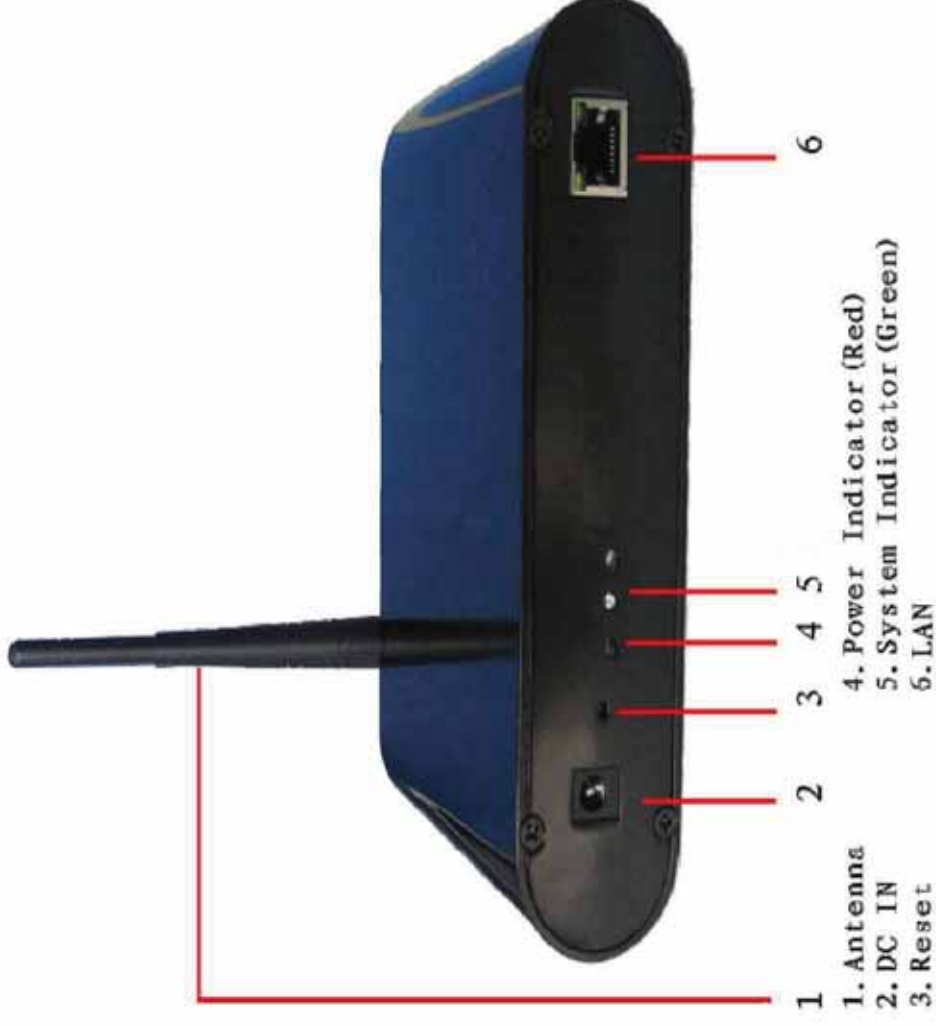
Specifications& Feature

Ethernet

- Point to multi-points, maximum 14-28 simultaneous connections
- 100KB data rate (depending on Bluetooth of mobile phone)
- Support all formats file transferring, eg.image,animation, text,audio,video,game....
- Support Ethernet updating
- 10M/100M adaptive network
- Support Bluetooth security certification
- Support Bluetooth data encryption
- Embed LINUX OS
- 400M high performance processor
- Built-in 128MB/1G flash memory
- 12V/1A 100-250V Voltage DC/AC power input
- Dimension: 16.5*12.3*3.9cm (excluding antenna)

- Bluetooth
- Bluetooth 2.0
- 2.402G~2.480GHz Frequency
- Bluetooth stack
- LC, LM, L2CAP, SDP, RFCOMM, OBEX
- Bluetooth profiles
- Obex Push profile
- File Transport protocol

Knowing how the hardware operates



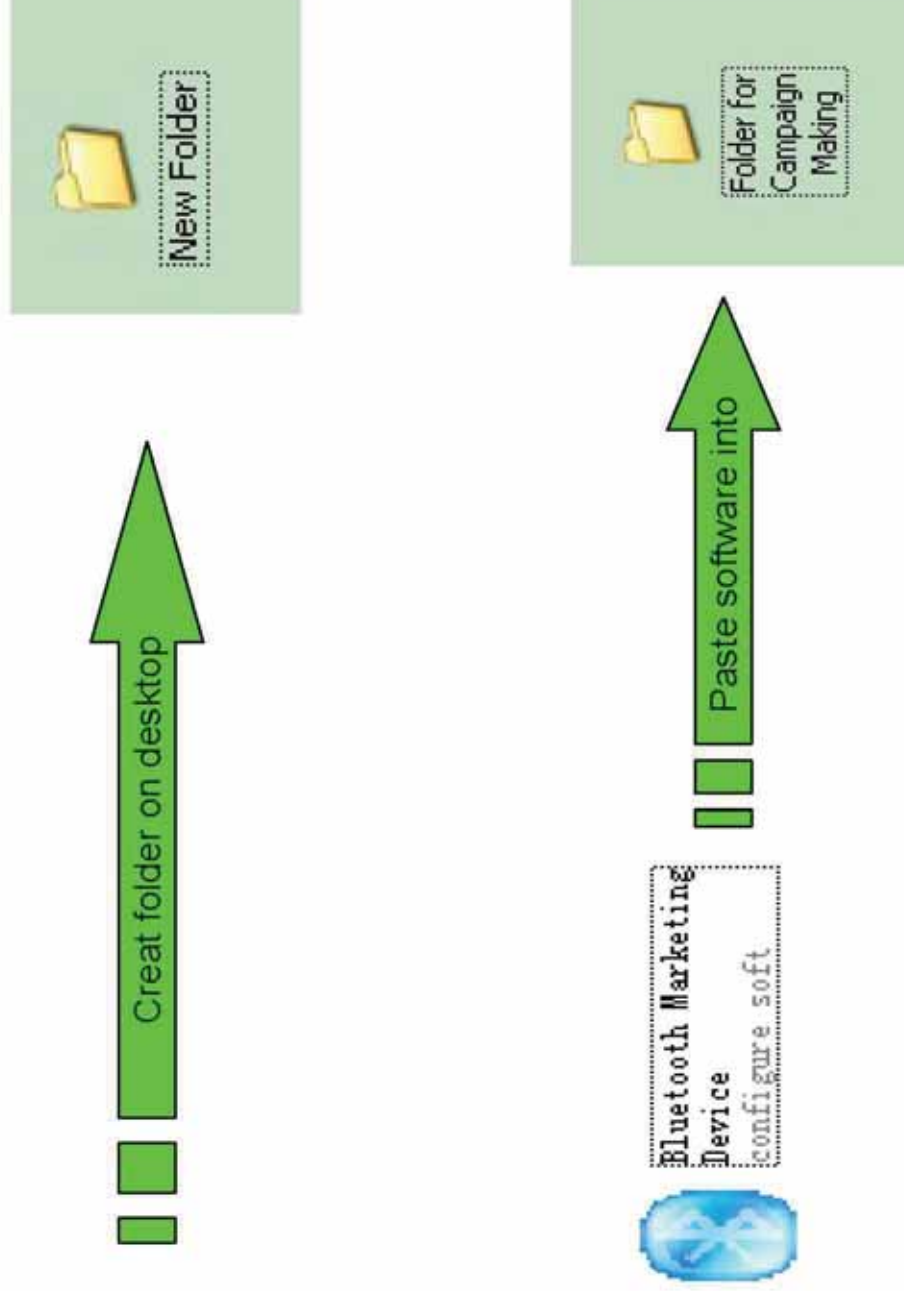
1, Secure the antenna on the device, power it on with switching power supply, the power indicator lights up in red, later the system indicator twinkles in green.

2, Device is now ready for use.

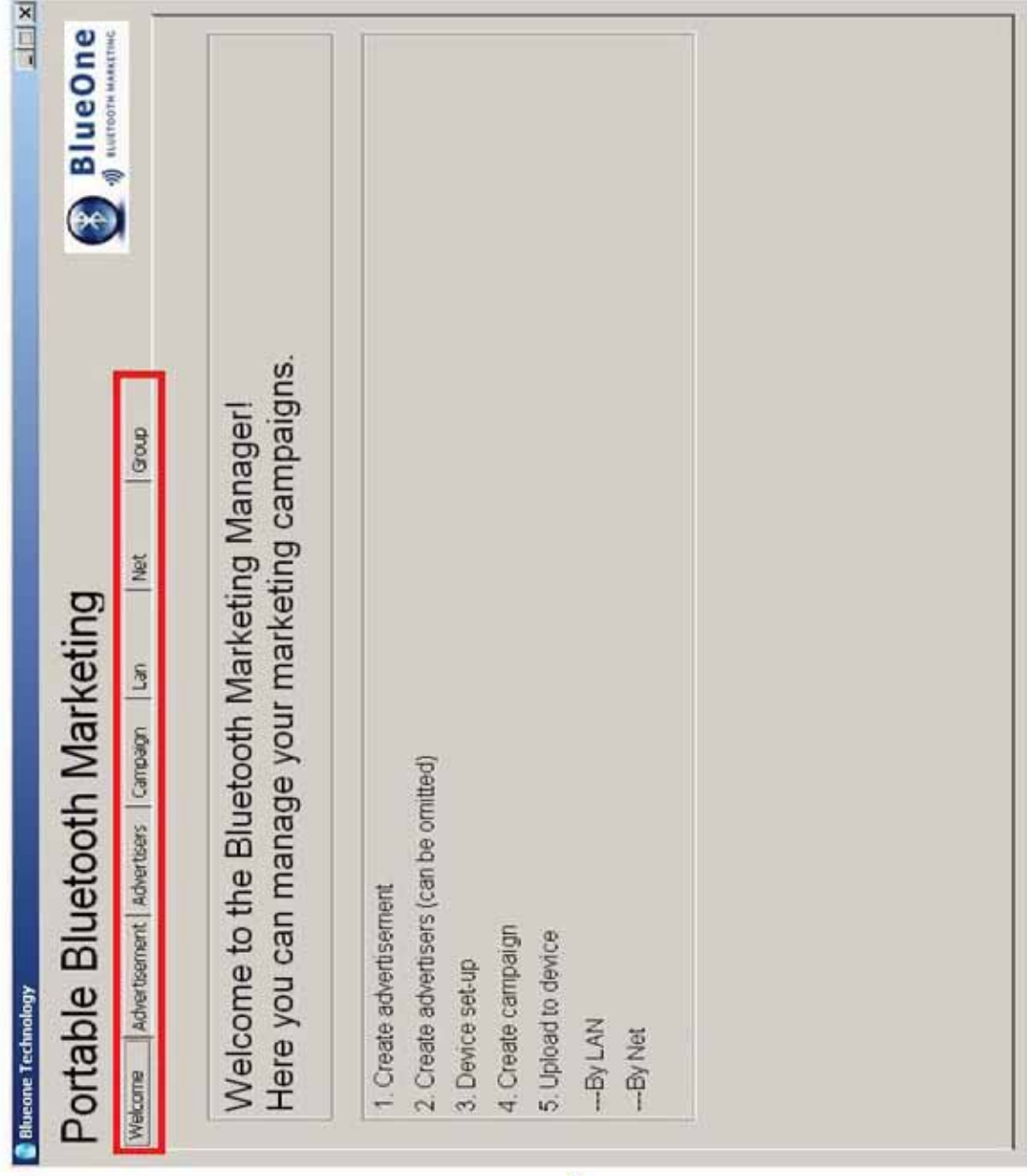
Running the system

Step1.Ready the software

I Insert the software disk into PC, go to "my computer" to find the software icon as is shown below, create a new folder on the desktop to put the software in (statistics will be generated during system running)

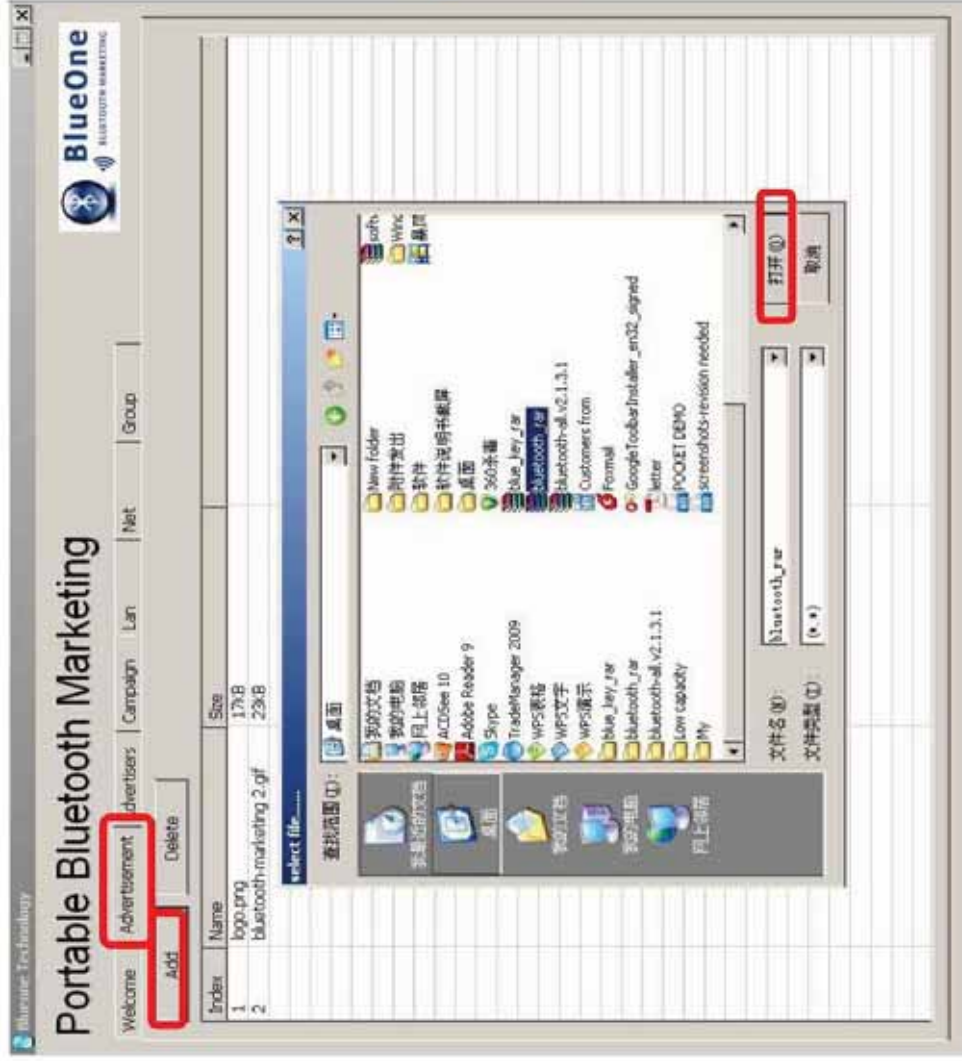


II Double-click the icon to open software as is shown below, Eight main menus are available in the interface as: advertisement /advertisers/campaign/ LAN/Net

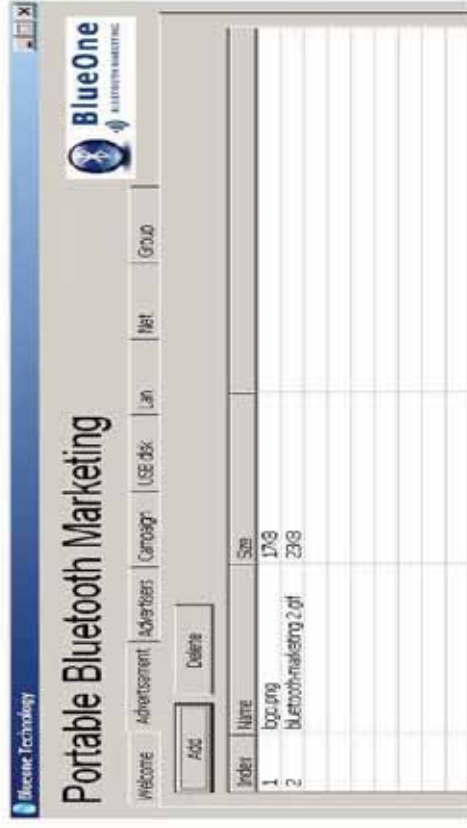


Step2: Upload Advertisements

- 1, Click "Advertisement", then "Add" in sub-menu to browse dialog box, choose your wanted files and open. Files are added.
- 2, To delete file---highlight the item and click "delete"



The same way to add more as below



Step3: Create Advertiser Information

Go to "Advertiser" page, click "Add", a dialog box pops out, fill in the advertiser's information. Click "OK" to save. Follow the same way to add more advertisers' information.

BlueOne
BLUETOOTH MARKETING

Welcome | Advertisement | **Advertisers** | Campaign | Lan | Net | Group

Add | Delete | Edit

Index	Name	Phone	Web	Mail	Contact
1	Blueone Technology Co....	(86)755-83203803	http://www.blueone.cn	sales_3@blueone.cn	Julia

Blue advertiser

Company: Blueone Technology Co., Ltd
Phone: (86)755-83203803
Fax: (86)755-83247416
Web: http://www.blueone.cn
Mail: sales_3@blueone.cn
Address: Futian, Shenzhen, Guangdong, China
Contact: Julia

Cancel | **OK**

Click "delete" to delete, "edit" to revise advertiser infos

BlueOne
BLUETOOTH MARKETING

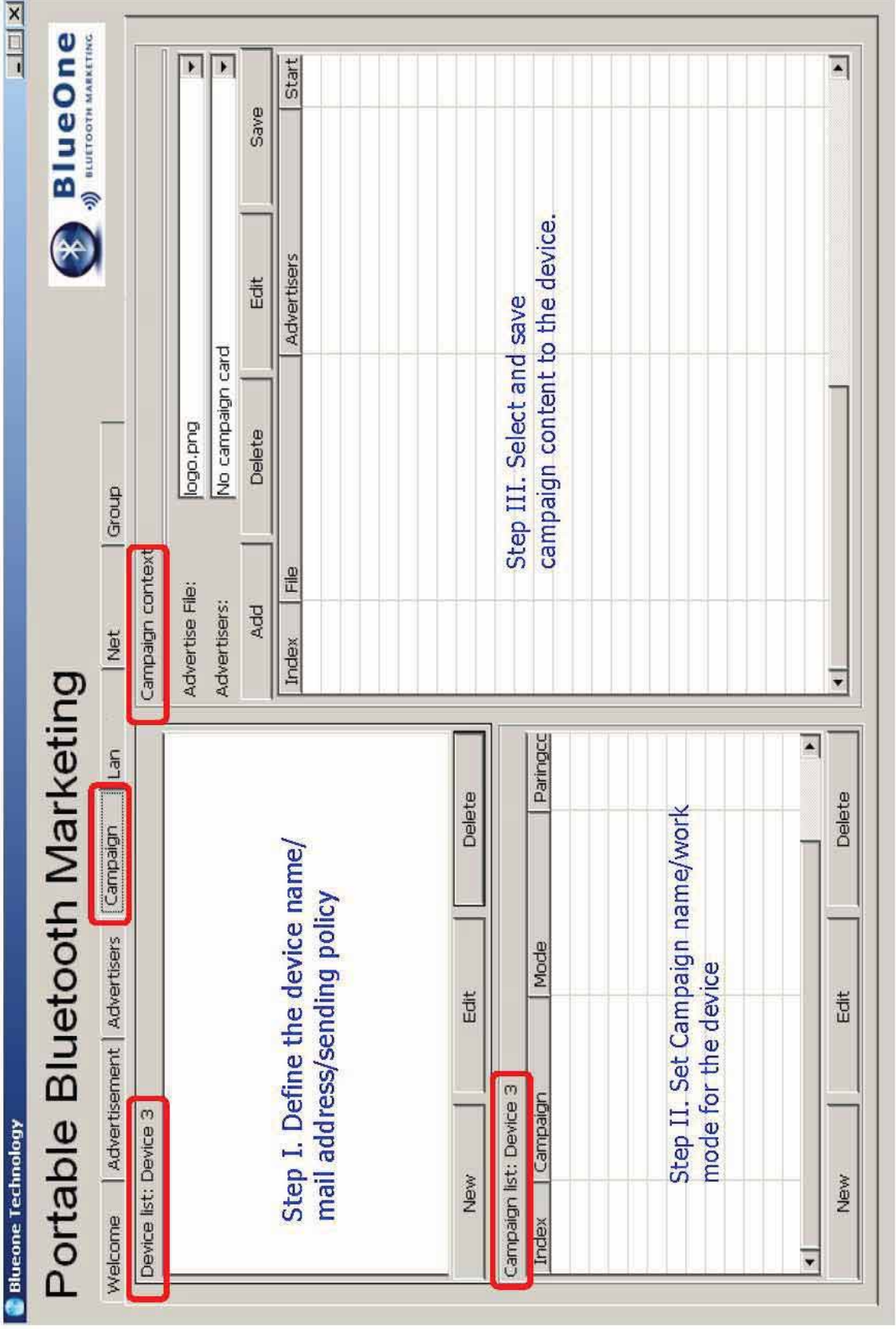
Welcome | Advertisement | **Advertisers** | Campaign | Lan | Net | Group

Add | **Delete** | **Edit**

Index	Name	Phone	Web	Mail	Contact
1	Blueone Technology Co....	(86)755-83203803	http://www.blueone.cn	sales_3@blueone.cn	Julia
2	Blueone Tech	1	3	sales_3@blueone.cn	Julia

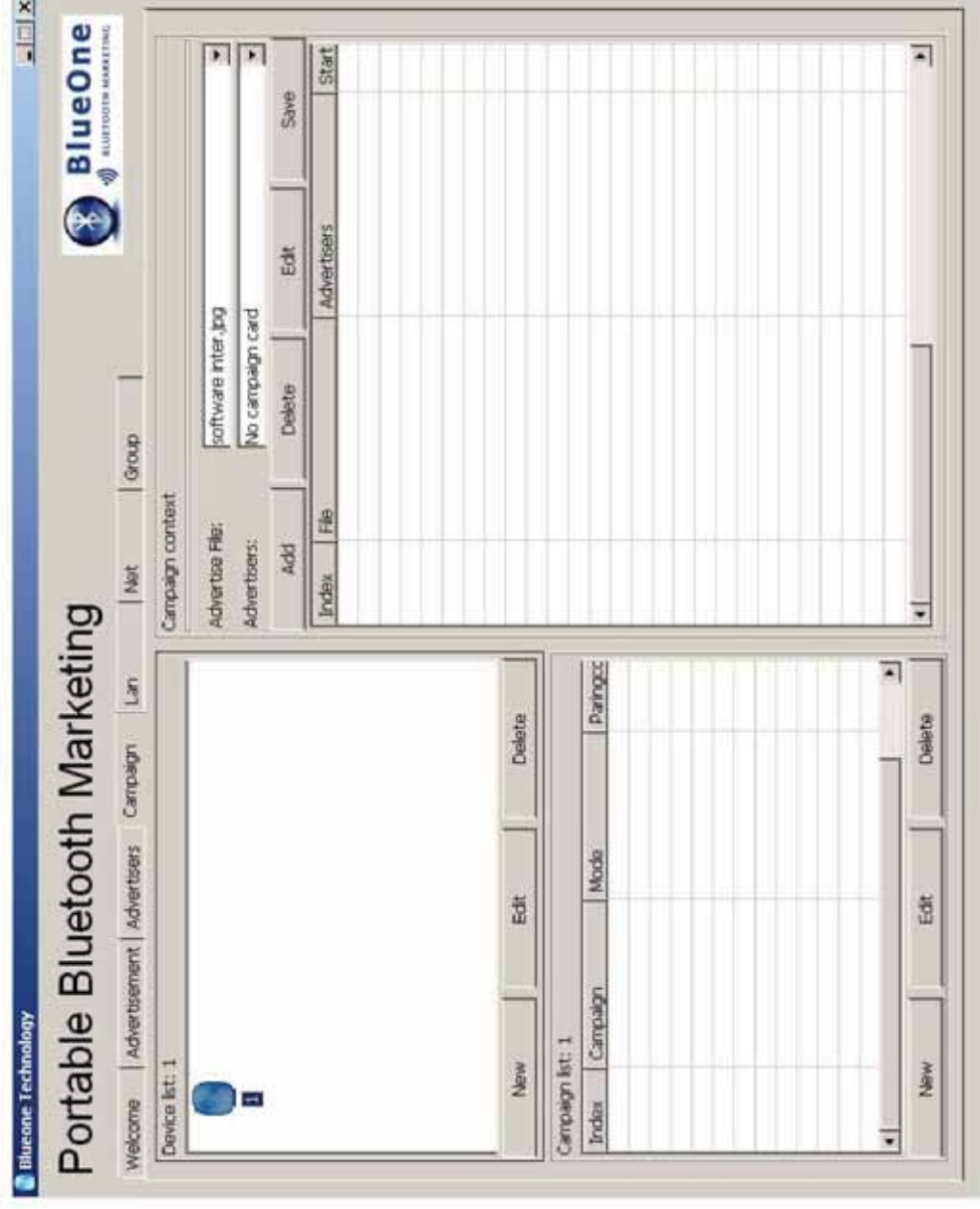
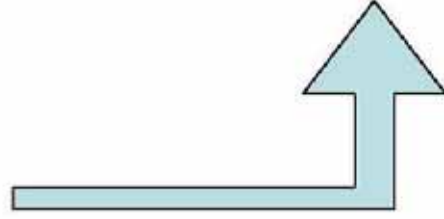
Step4: Create A Campaign

Move to "Campaign" Interface, there are three Sections.

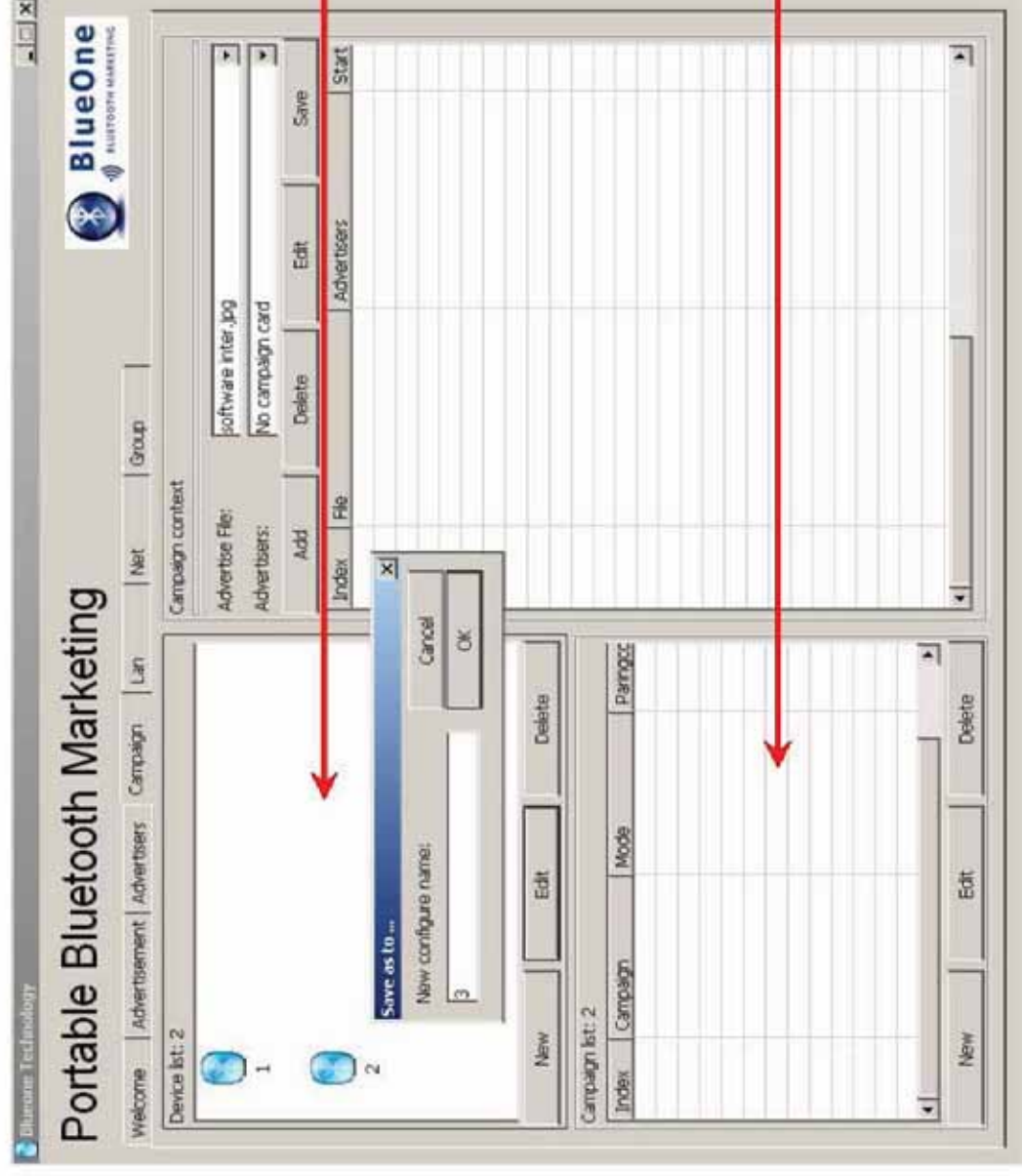


Finish Device List Setting

Click "OK" on the Advanced Setting, then click "OK" on the Device Name Setting.
The device is configured as shown in the Device List Box(Upper Left)



Short-cut to define a new device /batch devices



Step II . Campaign List Setting

Click "New" to open "campaign name" dialog box, fill in the campaign name/pairing code and select work mode. Five modes available:
sequence/random/schedule/period every day/period every week. Chose one then click "OK"

Note: please set only one campaign in a device.

This name will be displayed on receiving mobile phone once it receives message.

Pairing code is defaulted as "0000".

(a pairing code is only used when the handset is set at a high security level, like Blackberry, and it will ask for insert a pairing code to get permission)

Refer to page 18 "About Working Modes"

Click ok
to save

Campaign list: 3

Index	Campaign	Mode	Pairingcc
1	promotion	Sequence	0000

Campaign name

Campaign name: discount

Pairing code: 0000

Work mode: Sequence

OK

New Edit Delete

Campaign list: 3

Index	Campaign	Mode	Pairingcc
1	promotion	Sequence	0000
2	discount	Sequence	0000

New Edit Delete

About Working Modes

Schedule: campaign will be sent within set time.

Sequence: all files of the campaign will be sent out together

Random: campaigns will be sent in Random to different cell phones (one cell phone can receive only one campaign).

Period Per Day: campaigns sent according to your set period in a specific day;

Period Per Week: campaigns sent according to your set period in a specific week

Note: Random mode is especially useful in lottery sending!

More about Campaign List Setting

Click "New" to set Campaign name. click "ok" to finish campaign List making

Index	Campaign	Mode	Pairingcc
1	promotion	Sequence	0000

Campaign name: discount
Pairing code: 0000
Work mode: Sequence

Buttons: New, Edit, Delete, OK

"New" to Add New Campaign

"Edit" to Revise Campaign

"Delete" to Remove Campaign

Always Remember click "OK" to save campaign

Step III Campaign Context Setting

Haha Campaign context

Advertise File:

Advertisers:

Index	File	Advertisers	Start
1	round.jpg	Blueone	
2	Root.png	Blueone	

1. Click the pull-down menu for more files & advertisers

2. Click "Add" for a new file;
Click "Delete" to Remove a file;

Click "Edit" to Revise a file

Haha Campaign context

Advertise File:

Advertisers:

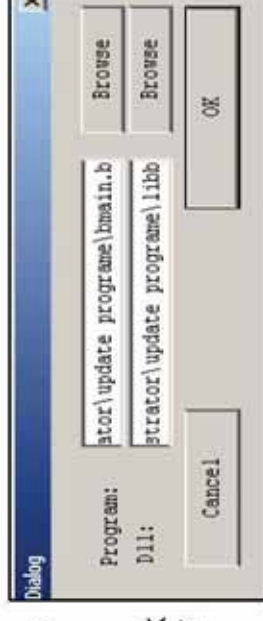
Index	File	Advertisers	Start
1	round.jpg	Blueone	
2	Root.png	Blueone	

3. Always click " Save" to finish Campaign Context making

Technical Terms in this interface:

I Upgrade Program

In order to make Bluetooth marketing device more compatible, program will be upgraded if needed. Select the wanted device from "campaign list", and click Upgrade program, then dialog pop-up. Click "browse" to select file "bmain" for program column. Click "browse" to select "libbluex.so" file for DLL column. Click "Save to Udisk" to save to Removable disk. Plug USB flash disk into USB port of Bluetooth marketing device, Blue indicator turns on, and system will upgrade program automatically. Once it is finished, the blue indicator turns off, please unplug the USB.



II Clear statistics-to clear the sending recording of the selected device

III Clear blacklist-to erase the list of rejected sending

IV Upgrade program-to upgrade through internet

V Update campaign-to replace the previous advertisement (this operation will cover the contents of the previous advertisement)

Note: system will collect the sending statistics and save them once a hour, if a power breakdown happens, the sending report for the present hour will be lost(make sure power supplied)

B. Update Campaign via Internet

Familiarize yourself with sections in Internet interface

BlueOne Technology
Portable Bluetooth Marketing

Navigation: Welcome | Advertisement | Advertisers | Campaign | Lan | Net | Group | Content:

Campaigns

Index	Device Name	Campaign Name	Online status
1	1	Haha	Null
2	2	promotion	Connecting
3	3	discount	Null

Campaigns are listed for your choosing

Campaign sending report displayed here

Success	Timeout	Refect	Failed	LinkFail
0.00%	0.00%	0.00%	0.00%	0.00%
0	0	0	0	0

Time From: 2010- 2- 5 To: 2010- 2- 5 Refresh

Campaign content shown here

Index	File	Advertisers	Start
1	1	1	1

Device Configuration

Device configure information:

Server mail: server@blueone.cn
 Server POP3: mail@blueone.cn
 Server SMTP: mail@blueone.cn
 Device mail: device@blueone.cn

Command List

Access statistics and blacklist

☒ Access online status
☐ Clear statistics
☐ Clear blacklist
☐ Update program
☒ Update campaign
☒ Update date Time

Send to device
 Receive from device

Sending & Receiving Status

1. Updating Campaign

(1). Highlight the wanted campaign in the "campaign list" column. (at the same time, system will automatically check the terminal on line status)

NOTE: please make sure that the selected campaign has a "device name", and the corresponding content is shown in the right "Campaign content" column.



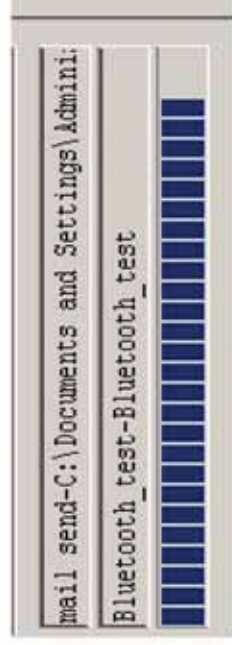
Go to Command List to select the needed Commands (please refer to P12 for function of each order).

Click "send to device" to send out the order by email.

Note: before sending out the order, please check the "device configure information" the email should follow the below form:

Device Configure Infomation:	
Sever MAIL:	server@blueone.cn
Sever POP3:	mail.blueone.cn
Sever SMTP:	mail.blueone.cn
Device MAIL:	Device@blueone.cn

Once sending finished system will show as follows:



Note: system will warn if the email accounts are improper, please check email accounts setting:



C. Update Campaign via LAN

Familiarize yourself with LAN interface

BlueOne Technology

Portable Bluetooth Marketing

BlueOne
BLUETOOTH MARKETING

Welcome

Advertisement

Advertisers

Campaign

Lan

Net

Group

Campaign list:

Index	Device Name	Campaign Name
1	1	Haha

Campaign List

Create LAN success

Access statistics

OK

Access blacklist

OK

Clear statistics

Clear blacklist

Update program

Change for other campaign

Update campaign

Update date time

Reboot system

Current: Haha

Operate

Content:

Index	File	Advertisers	Start	End
-------	------	-------------	-------	-----

Contents of Left Campaign

Index

MAC

Name

File

Status

1	00:25:00:c0:...	款?telling款...	DSC00253.JPG	Timeout
2	00:1f:e3:a9:7...	LG KE970	DSC00253.JPG	Success
3	00:17:e4:c7:...	Dopod P800	DSC00253.JPG	Success
4	00:15:a0:ef:4...	Nokia N70	DSC00253.JPG	Timeout
5	00:25:00:c0:...	款?telling款...	DSC00253.JPG	Timeout
6	00:21:a1:d3:b...	诺基亚	DSC00253.JPG	LinkFail
7	00:1b:af:d3:b...		DSC00253.JPG	Timeout
8	00:19:2d:ab:...		DSC00253.JPG	Timeout
9	00:1b:fc:f0:8...		DSC00253.JPG	Timeout

Sending Report Lists

61.54%

8

15.38%

2

0.00%

0

0.00%

0

23.08%

3

sending report percents showed here

Success

Timeout

Reject

Failed

LinkFail

Time From

2010- 2- 5

To

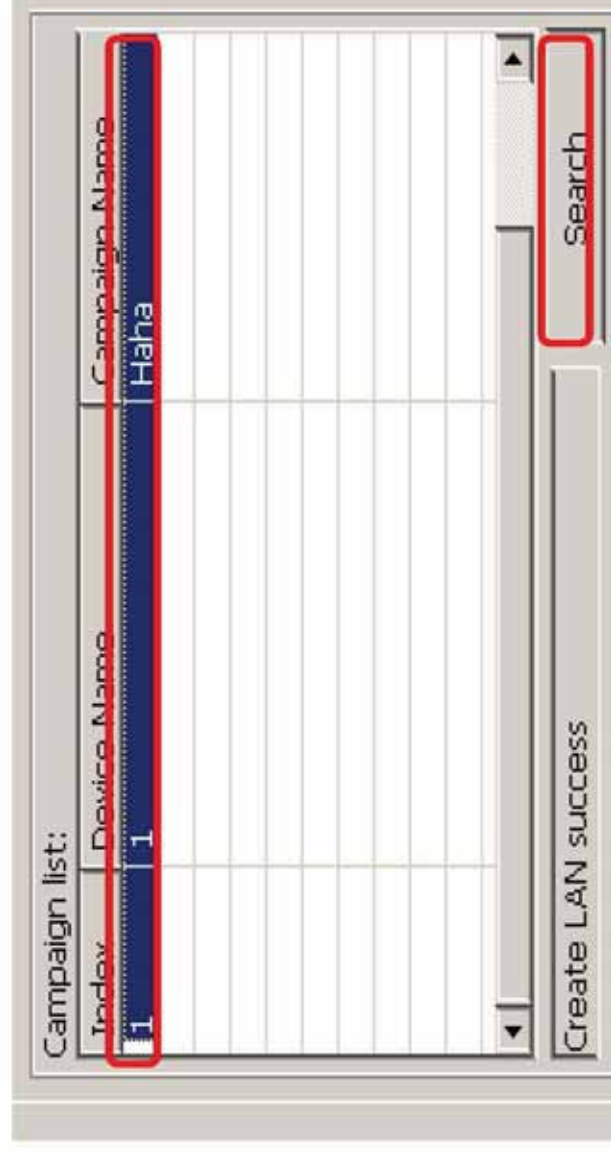
2010- 2- 5

Refresh

1.Connect the device with properly set and workable LAN

2.Device Searching:

Click "Search" in LAN interface and system will automatically find terminals in the LAN



3. Update Campaign

Select the wanted campaign item, then select "change for other campaign" to chose the campaign for update and "update campaign" "update date time" in operation list. Then click operate.

Campaign list:

Index	Device Name	Campaign Name
1	1	Haha

Create LAN success

Search

☒ Access statistics
☒ Access blacklist
☐ Clear statistics
☐ Clear blacklist
☐ Update program
☒ Change for other campaign
☒ Update campaign
☒ Update date time
☐ Reboot system

OK
OK

OK
OK
OK
OK

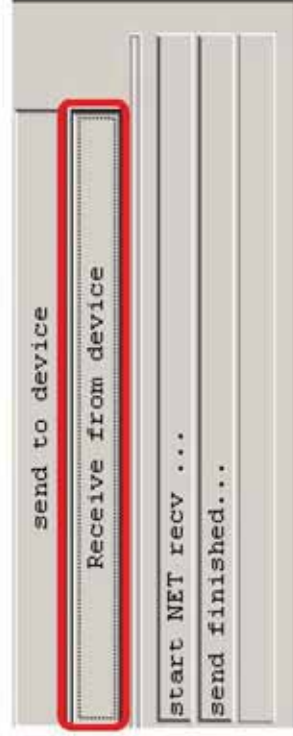
Current: Haha

Operate

D. Read Sending Reports

a. View on software Net Interface

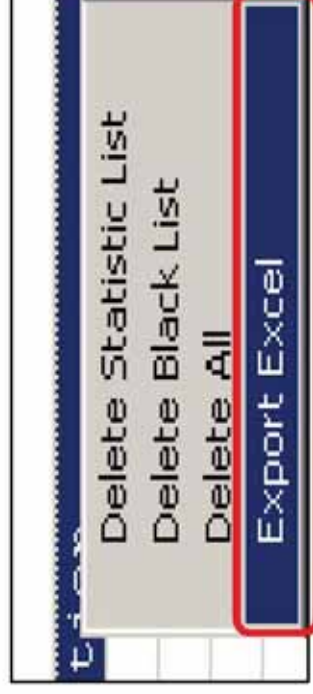
Sending statistics is also available through software. Move to **Net** Interface, click the campaign file and click "Receive from Device" 2 minutes after clicking "send to device". Single click the campaign again, report will be listed on the left below blank in 1 or 2 minutes.



Index	MAC	Name	File	Status	Time
1	00:1e:e2...	N73	1.jpg	SUCCESS	2009-4-3...
2	00:18:c5...	N73	1.jpg	SUCCESS	2009-4-5...

b. Export Sending Report

Highlight the campaign, then click right mouse button to export the sending report to Excel file and save to read.



C. Via LAN

Select the wanted campaign item, then select "access statistics" "access black list" in operation list. Then click operate. Single click the campaign file again, the corresponding sending report will be listed in the right side "sending report" column

BlueOne Technology

Portable Bluetooth Marketing

Welcome | Advertisement | Advertisers | Campaign | LAN | Group

Campaign list:

Index	Device Name	Campaign Name
1	1	Haha

Create LAN success

- ☒ Access statistics
- ☒ Access blacklist
- ☐ Clear statistics
- ☐ Clear blacklist
- ☐ Update program
- ☒ Change for other campaign
- ☒ Update campaign
- ☒ Update date time
- ☐ Reboot system

Current: Haha

Operate

Content:

Index	File	Advertisers	Start	End
1				
2				
3				
4				
5				
6				
7				
8				
9				

Sending Report

Success	Timeout	Reject	LinkFail
15.38%	0.00%	0.00%	23.08%
2	0	0	3

Time From: 2010- 2- 5 To: 2010- 2- 5 Refresh

Step6.Group Setting and Updating(For Group Devices)

Move to "Group" interface. Four Sections as bellow:

The screenshot displays the BlueOne Bluetooth Marketing software interface. The top navigation bar includes links for Welcome, Advertisement, Advertisers, Campaign, Lan, Net, and Group. The main content area is divided into four sections, each with a table and a set of instructions:

- Group List:** A table with columns Index, Group name, Campaign name, Work mode, and Status. Below the table are buttons for New, Edit, and Delete. The instruction reads: "Step I. Define Group Name/ device name/workmode".
- Group Device List:** A table with columns Index, Device name, and Status. Navigation buttons << and >> are present. The instruction reads: "Step III. Select Device Name for Group Device List from All Device List".
- Group Campaign File List:** A table with columns Index, File name, Advertiser, and Start. The instruction reads: "Step III. Select and save campaign file to the device.".
- All Device List:** A table with columns Index and Device name. The instruction reads: "Step III. Select Device Name for Group Device List from All Device List".

At the bottom, there is a "Commanding Lists" section with a list of actions: Access statistics and blacklist, Access online status, Clear statistics, Clear blacklist, Update program, Update campaign, and Update date Time. Below this list are buttons for "Update to device" and "Receive from device".

I. Grup List Setting

Group List

Index	Group name	Campaign name	Work mode
	device	promotion	

Group setting [X]

Group name: device

Campaign name: promotion

Pairing code: 0000

Work mode: Sequence

New OK Edit Delete

[illegible]

Click "New" to set a Group Name/
Campaign Name/work mode

Click "OK" to save

Highlight a file, click Edit to Revise;
click Delete to Remove

II . Group Device List Selection

Group Device List			All Device List		
Index	Device name	Status	Index	Device name	
1			1	1	
			2	2	
			3	3	

Highlight a device from "All Device List" and click  , then the device will appear in the "Group Device List"

Group Device List			All Device List		
Index	Device name	Status	Index	Device name	
1			1	1	
2			2	2	
3			3	3	

Highlight a device from "Group Device List" and click  , and then the device will be removed from the "Group Device List"

III Guoup Campaign Context Setting

[illegible]

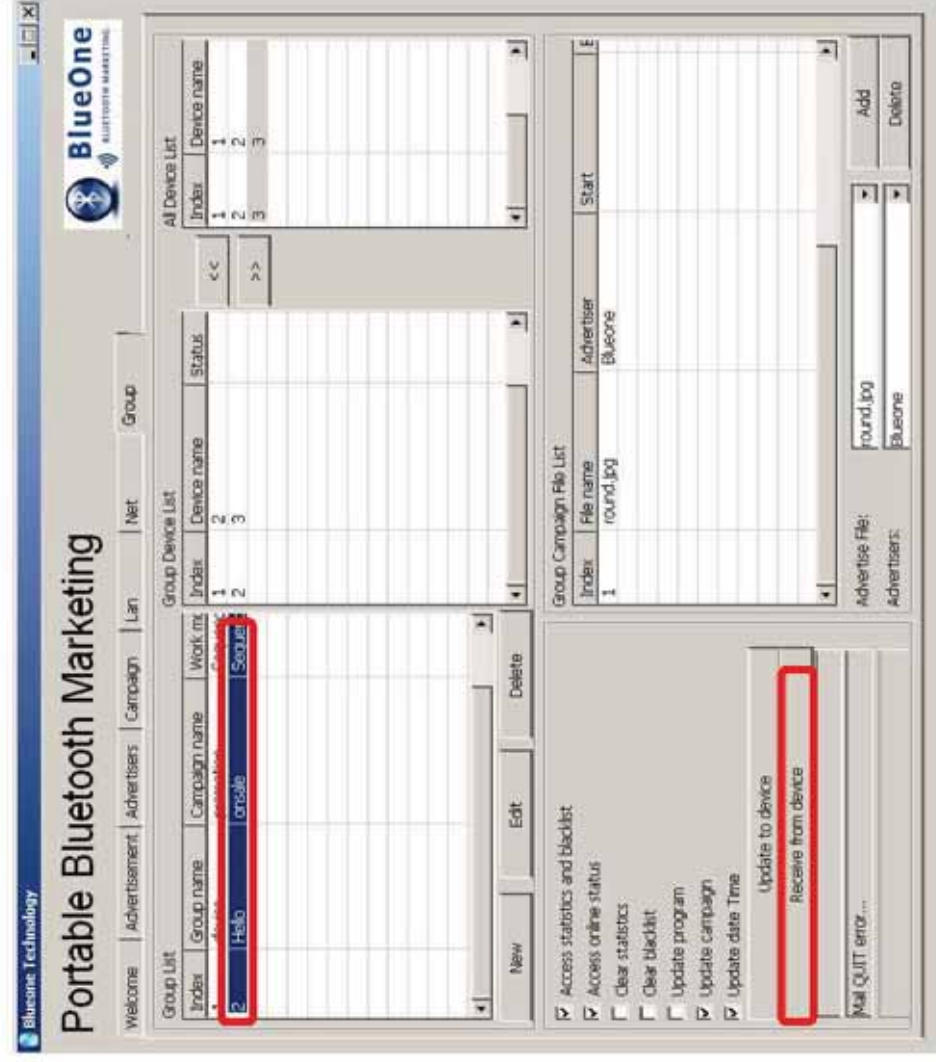
1. Click the pull-down menu for more files & advertisers
2. Click "Add" for a new file;
Click "Delete" to Remove a file

2. Click "Add" for a new file;
Click "Delete" to Remove a file;

V. Receiving and reading sending report

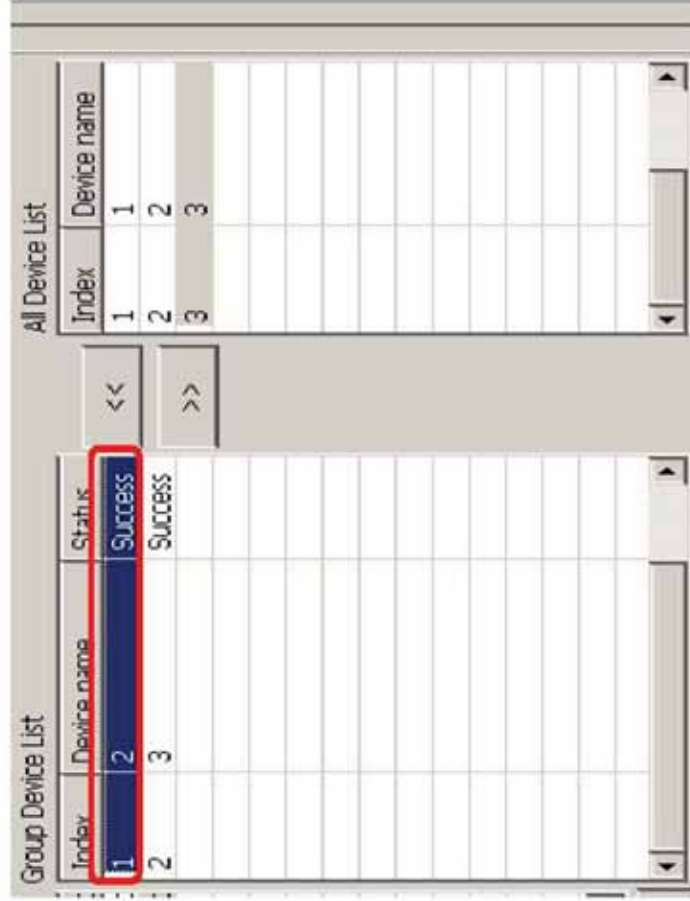
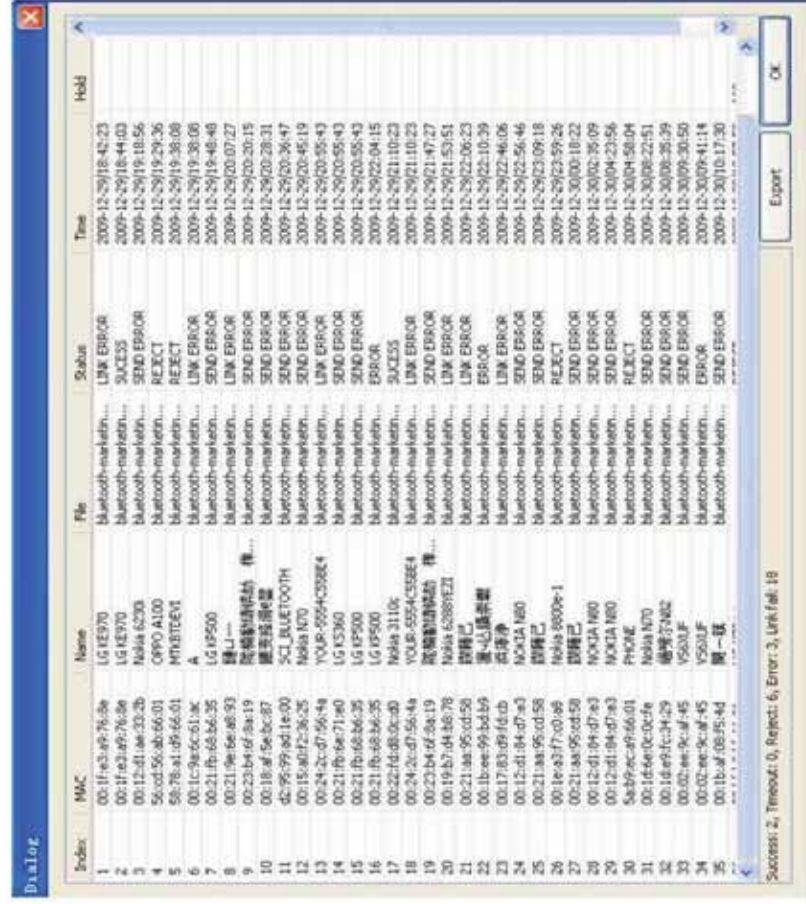
1.Receiving Sending Report

Highlight a group file and click "Receive from device", then the sending statistics will be received. Click the group file again, the sending report will pop out



2. Reading sending report

Double-click the device in the "Group Device List", then it will pop out a sending report form as the right one



FCC NOTE: THE MANUFACTURER IS NOT RESPONSIBLE FOR ANY RADIO OR TV INTERFERENCE CAUSED BY UNAUTHORIZED MODIFICATIONS TO THIS EQUIPMENT. SUCH MODIFICATIONS COULD VOID THE USER'S AUTHORITY TO OPERATE THE EQUIPMENT.

This device complies with Part 15 of the FCC Rules. Operation is subject to the following two conditions: 1. This device may not cause harmful interference, and 2. This device must accept any interference received, including interference that may cause undesired operation.