Bluetooth Proximity Marketing --User Guides

(N/G/W series)

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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)

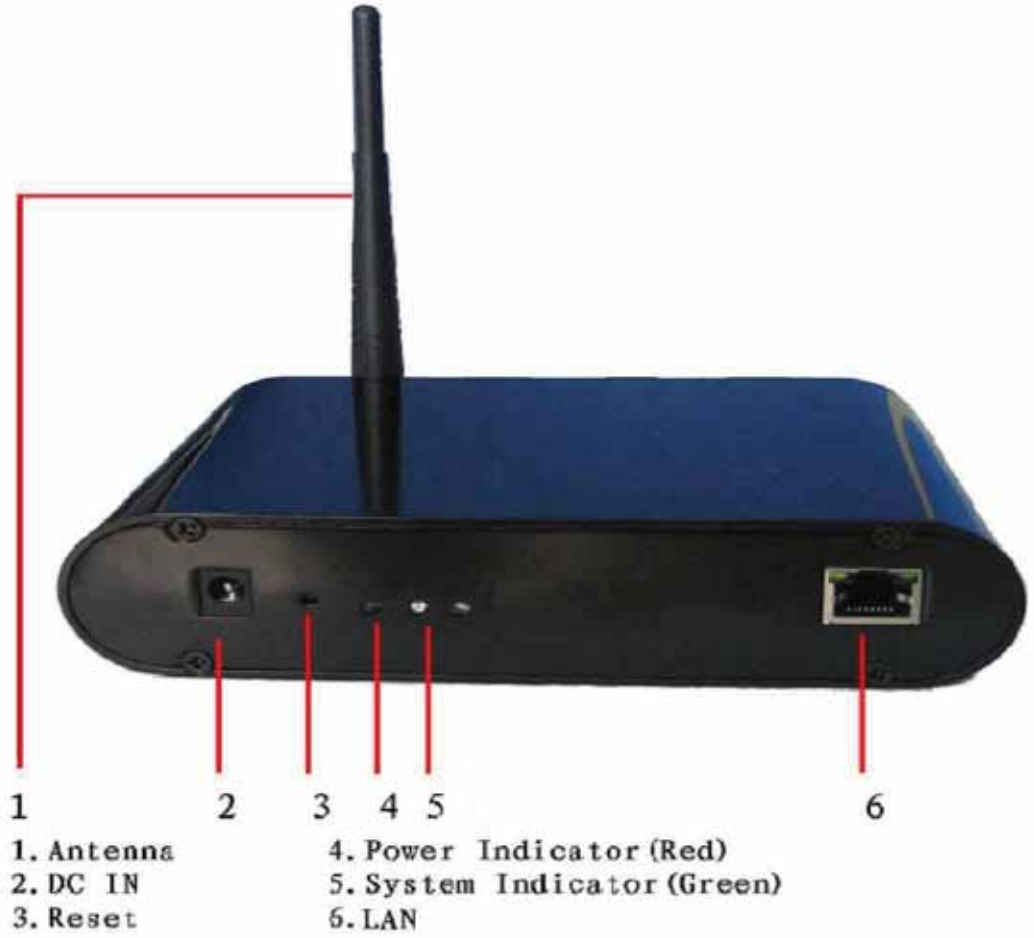
Specifications& Feature

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 100-250Voltage 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



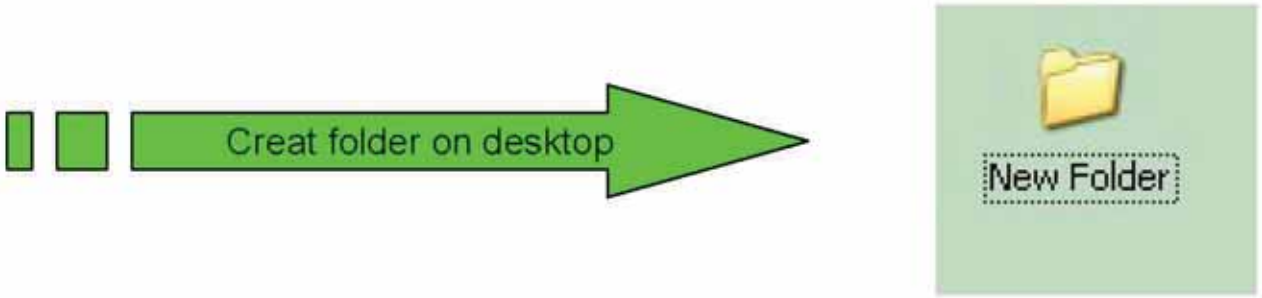
1,Secure the antenna on the device, power it on with switching power supply, the power indicator lights up in red, later the system indicator twinkles in green.

2,Device is now ready for use.

Running the system

Step1.Ready the software

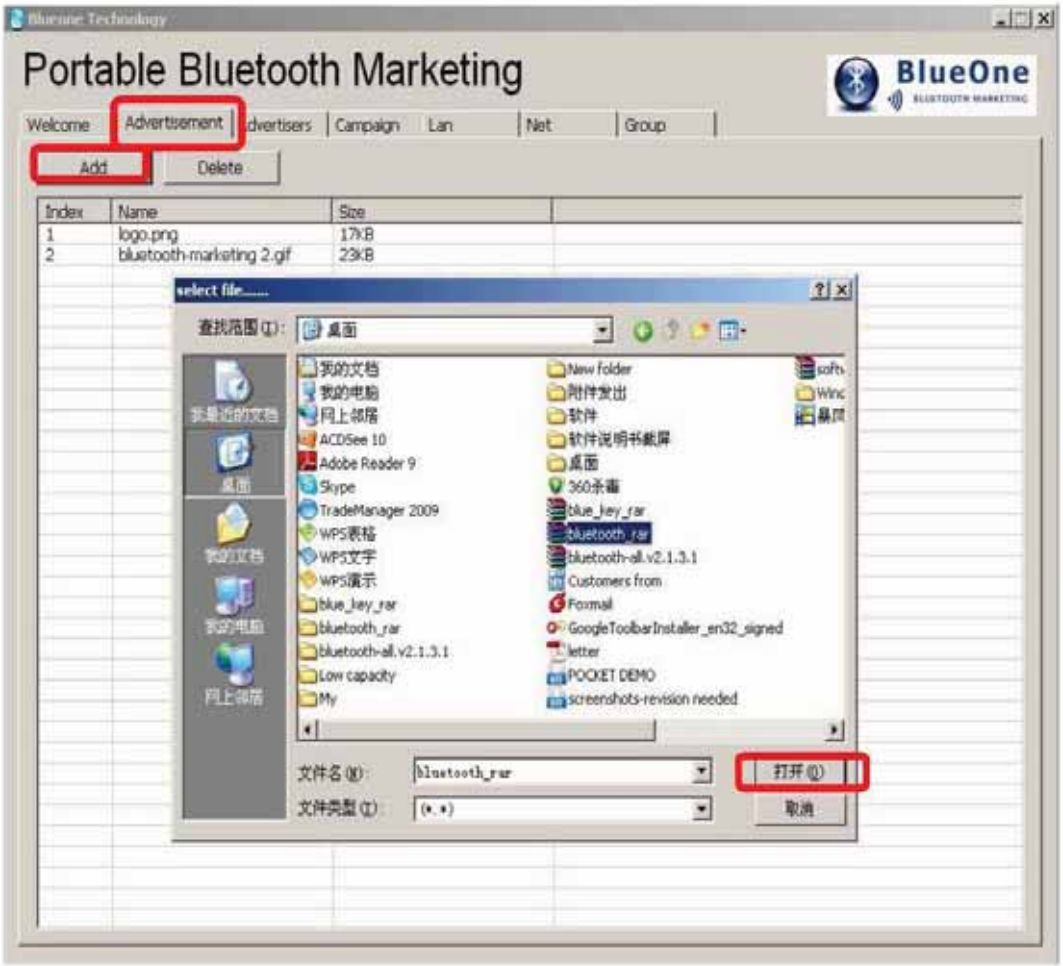
I Insert the software disk into PC, go to "my computer" to find the software icon as is shown below, create a new folder on the desktop to put the software in (statistics will be generated during system running)



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

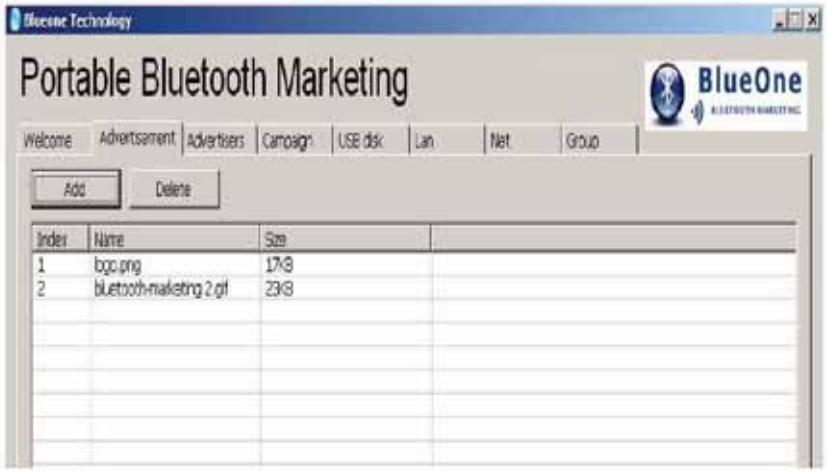
Step2: Upload Advertisements

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"



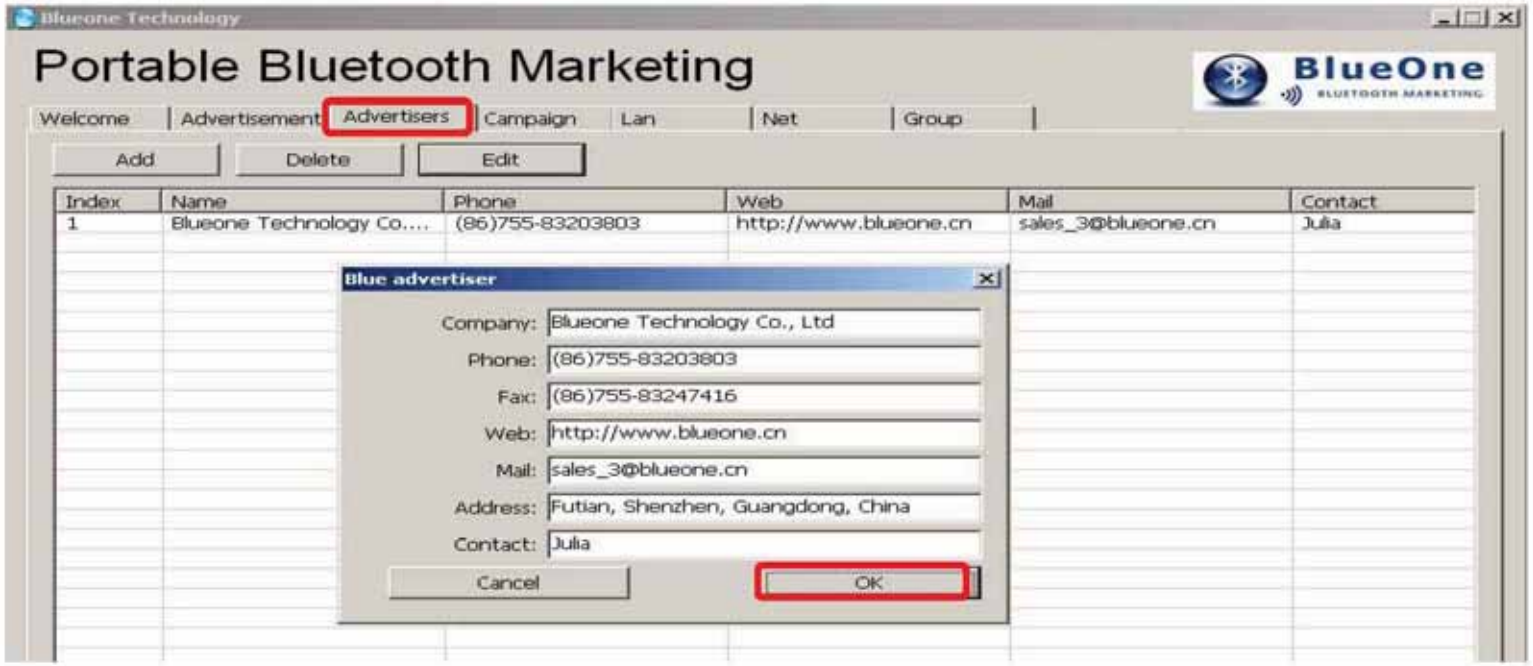
Click open to add files

The same way to add more as below



Step3: Create Advertiser Information

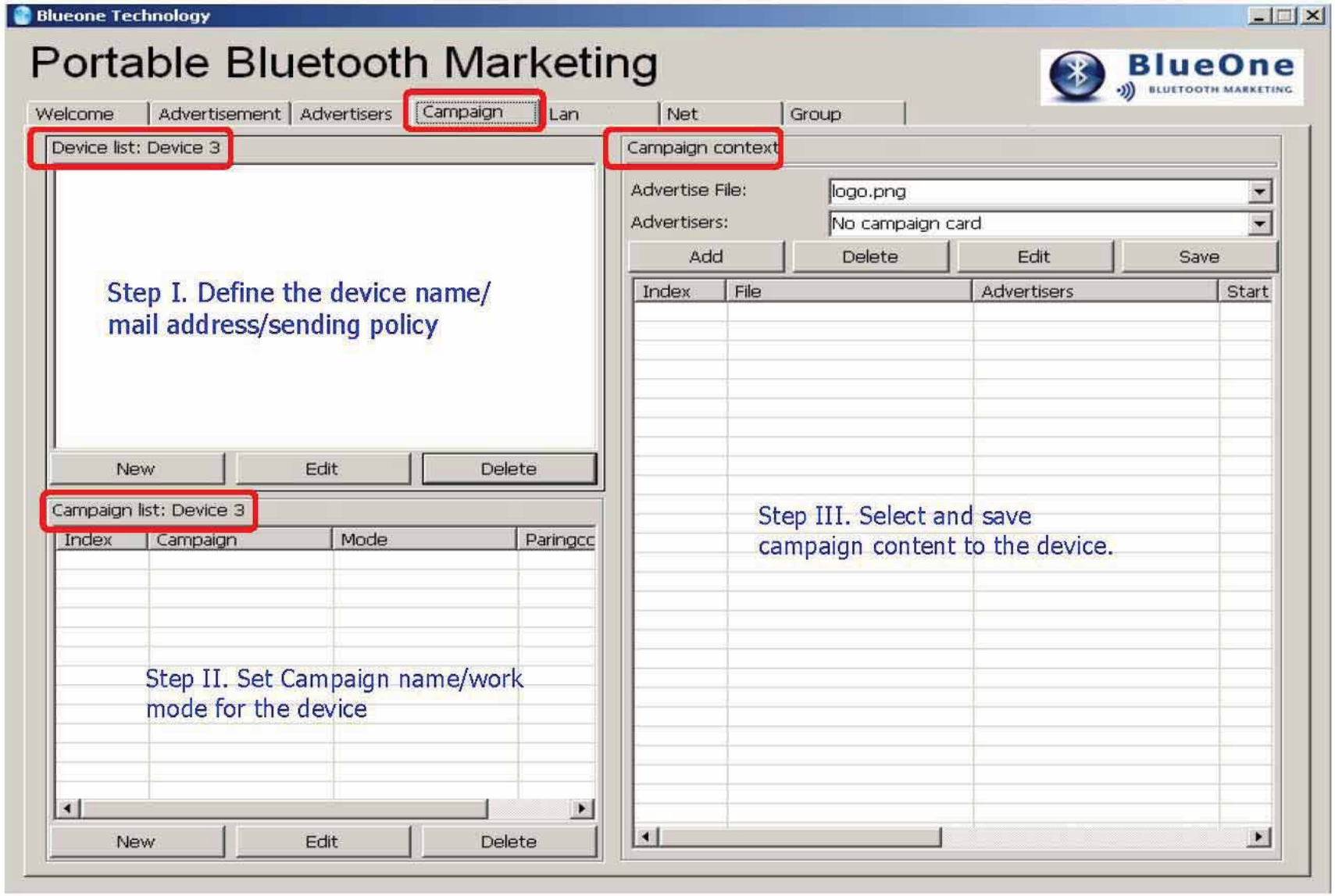
Go to "Advertiser" page, click "Add", a dialog box pops out, fill in the advertiser's information. Click "OK" to save. Follow the same way to add more advertisers' information.



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

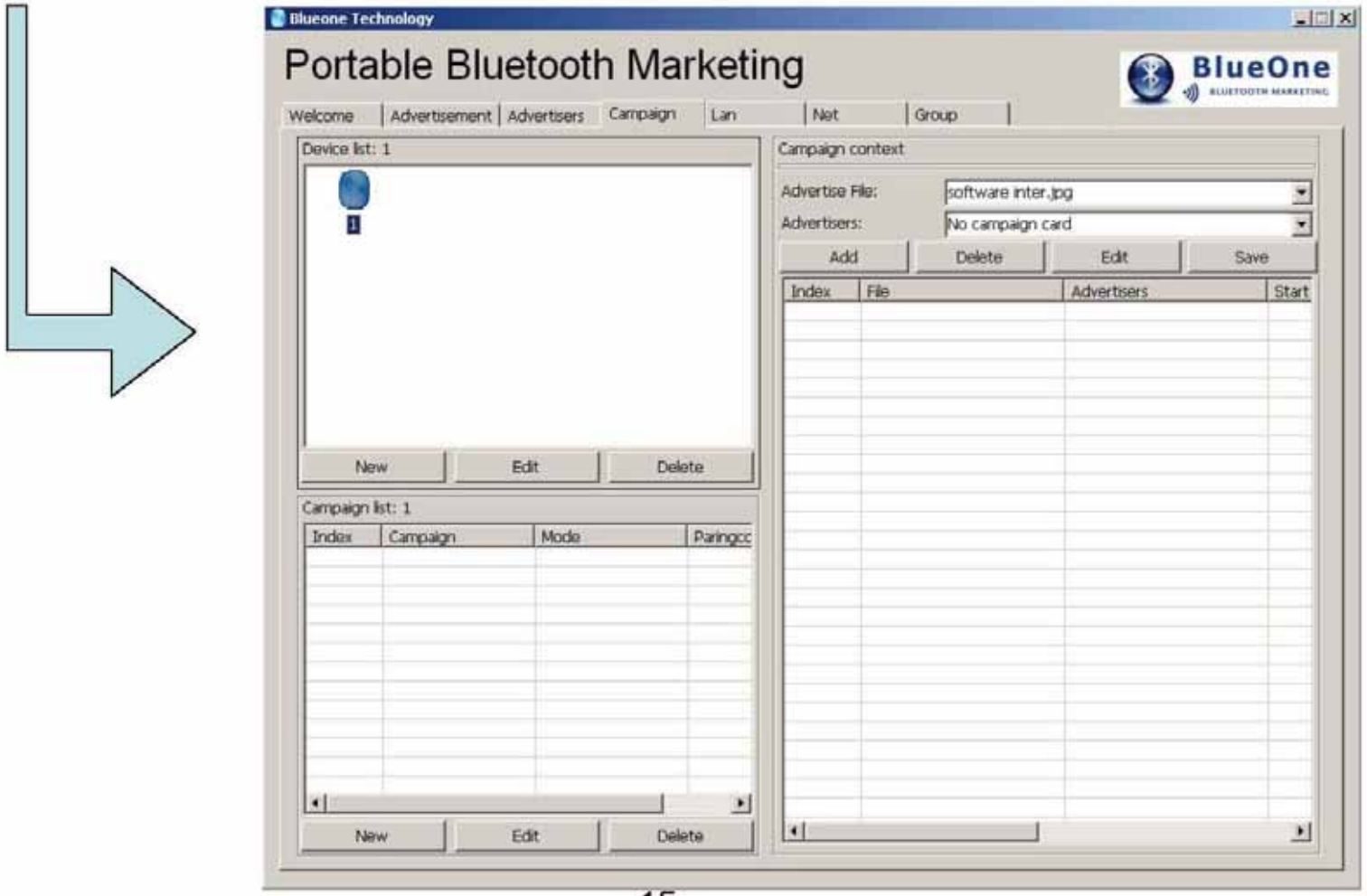
Step4: Create A Campaign

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

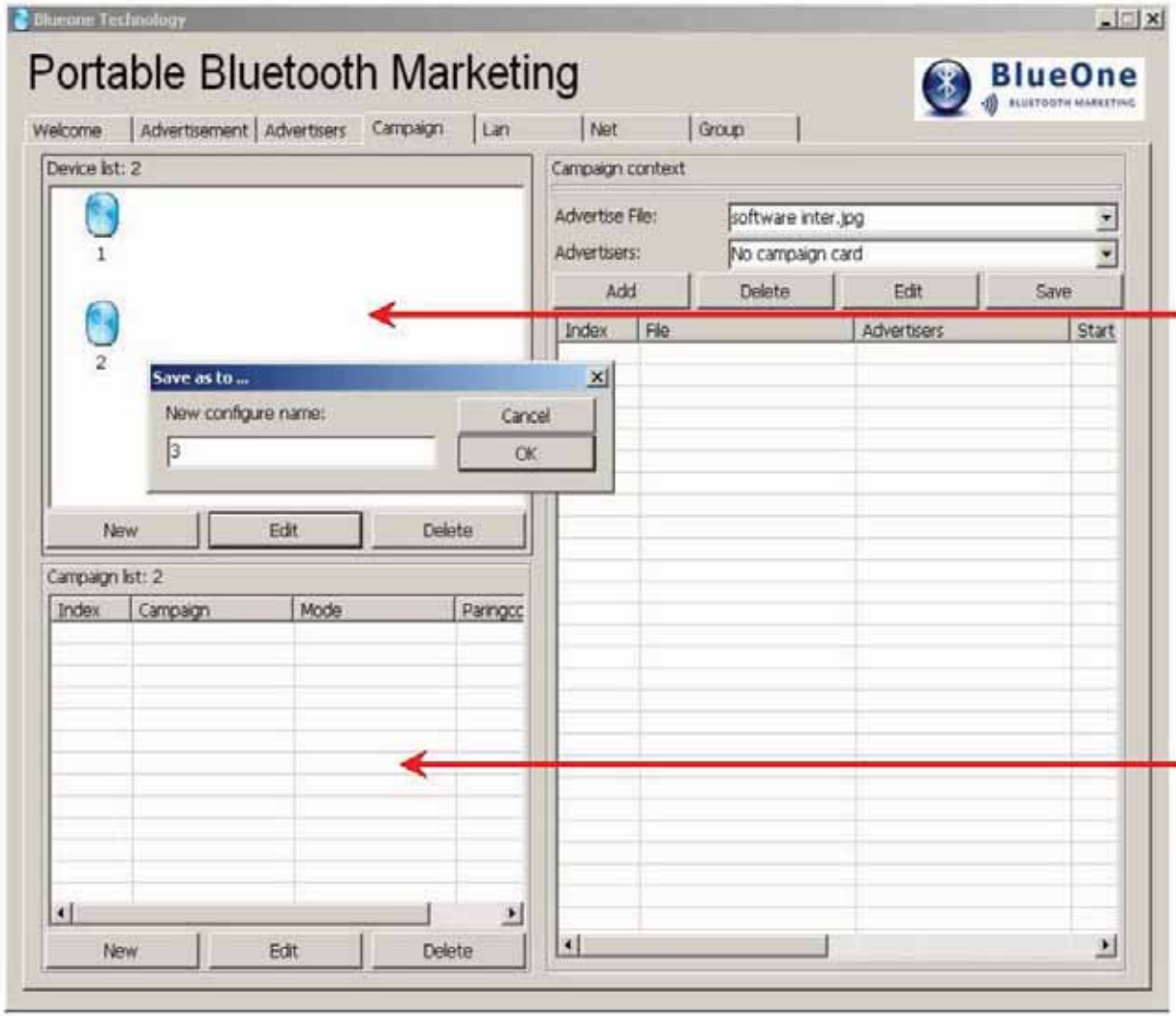


Finish Device List Setting

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)



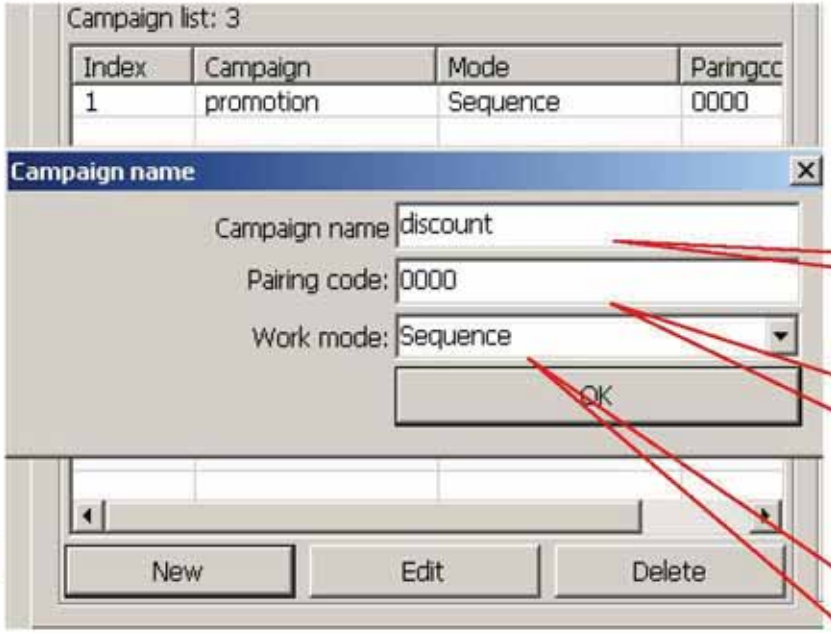
Short-cut to define a new device/batch devices



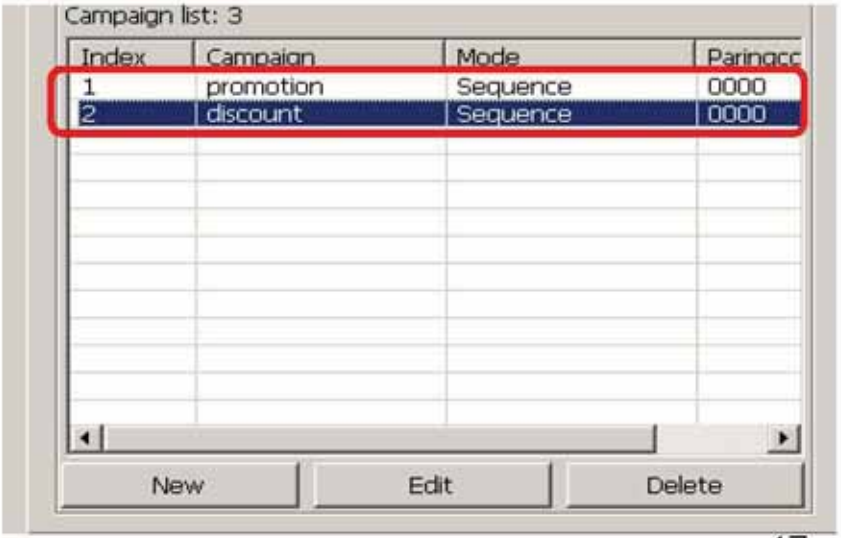
Click with right key of mouse--choose "copy device"—paste—name it with a different name—click OK to finish. Follow the same pattern to batch configure device names

Next step: set campaign List

Step Ⅱ. Campaign List Setting



Click ok to save



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 paring 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"

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).

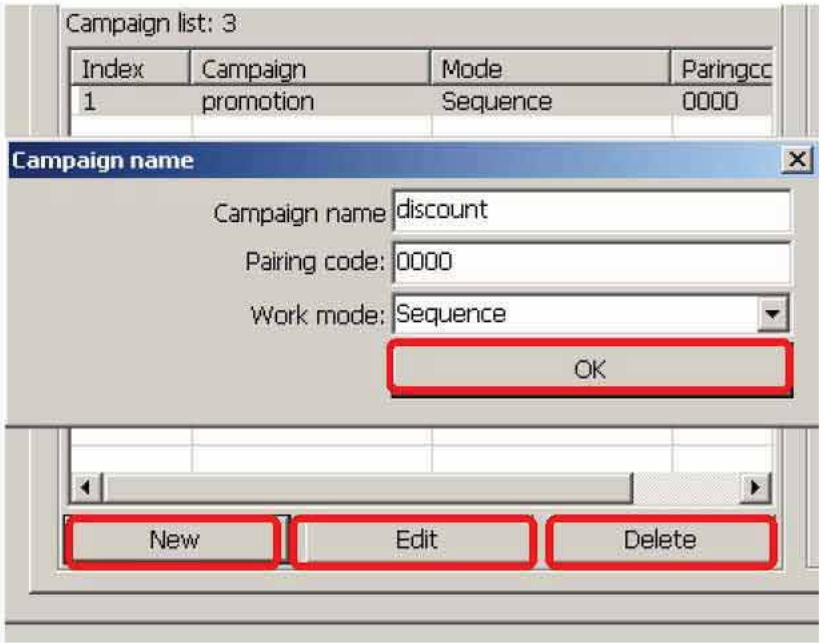
Period Per Day:campaigns sent according to your set period in a specific day;

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



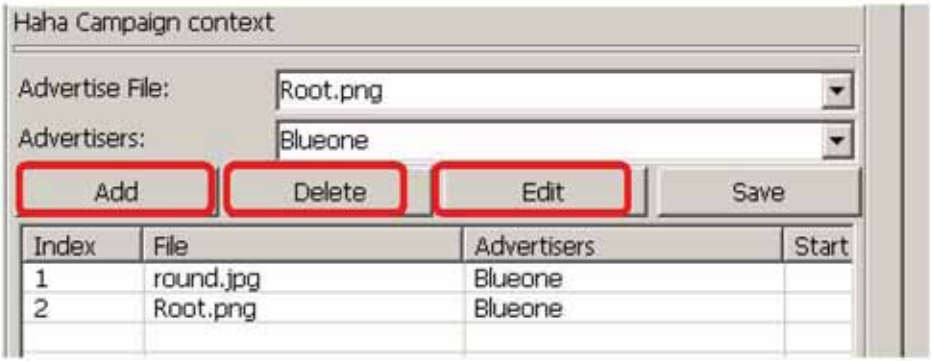
"New" to Add New Campaign

"Edit" to Revise Campaign

"Delete" to Remove Campaign

Always Remember click "OK" to save campaign

StepⅢ Campaign Context Setting

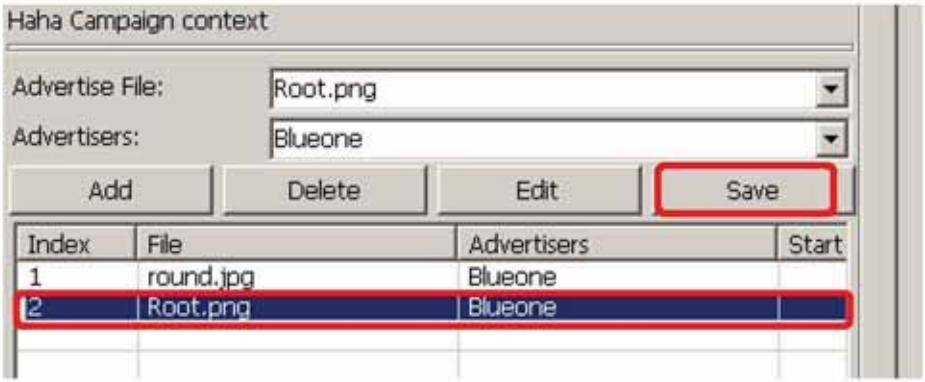


1. Click the pull-down menu for more files & advertisers

2. Click "Add" for a new file;

Click "Delete" to Remove a file;

Click "Edit" to Revise a file

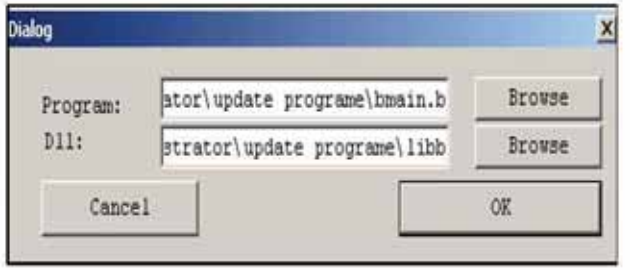


3. Always click " Save" to finish Campaigh Context making

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

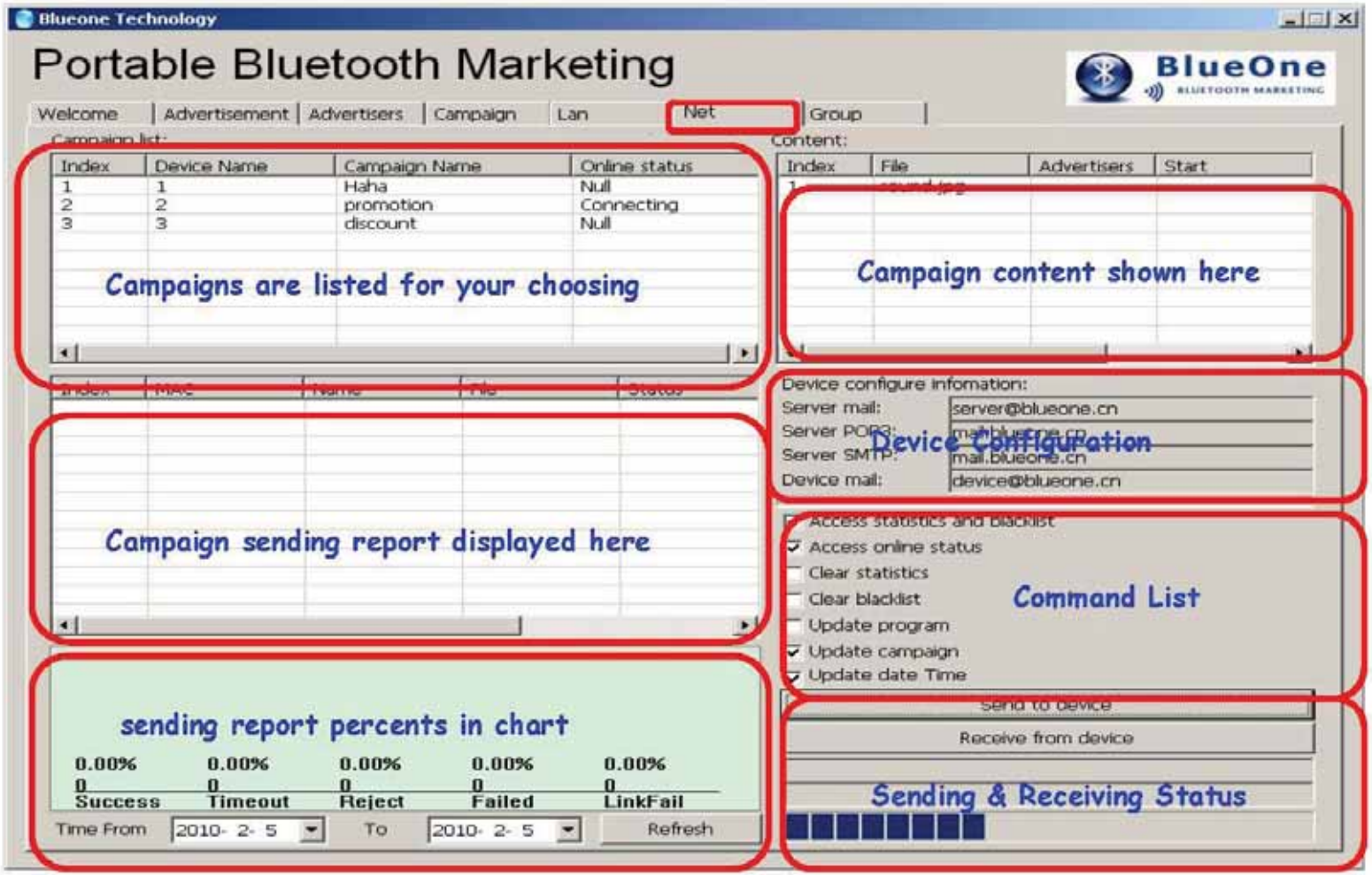
Ⅳ Upgrade program-to upgrade through internet

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)

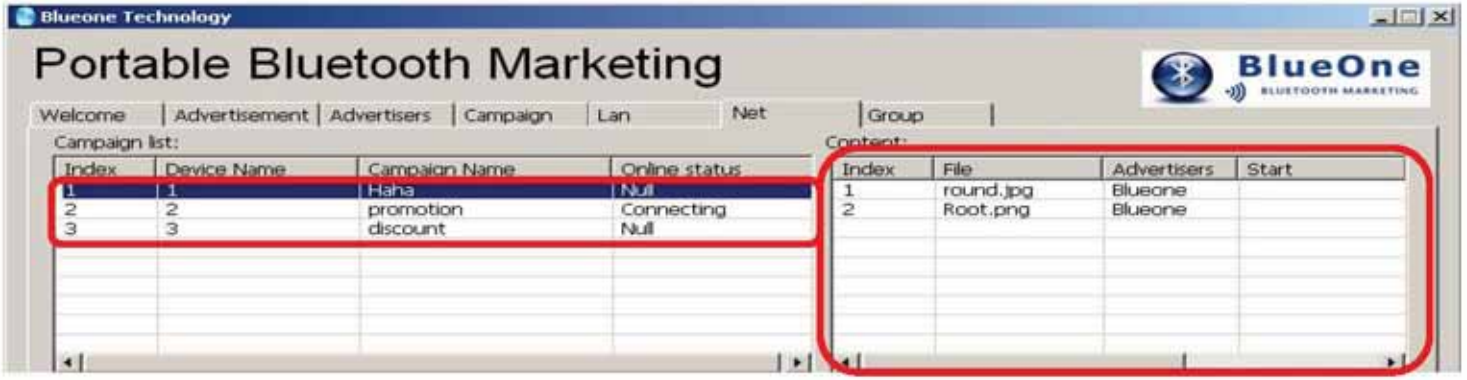
B. Update Campaign via Internet

Familiarize yourself with sectons in Internet interface



1. Updating Campaign

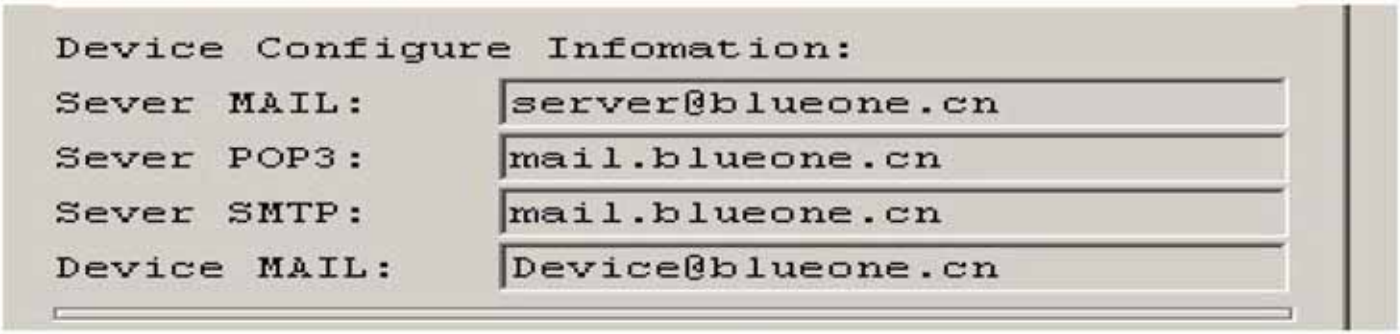
(1). Highlight the wanted campaign in the "campaign list" column. (at the same time, system will automatically check the terminal on line status)
NOTE: please make sure that the selected campaign has a "device name", and the corresponding content is shown in the right "Campaign content" column.



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:

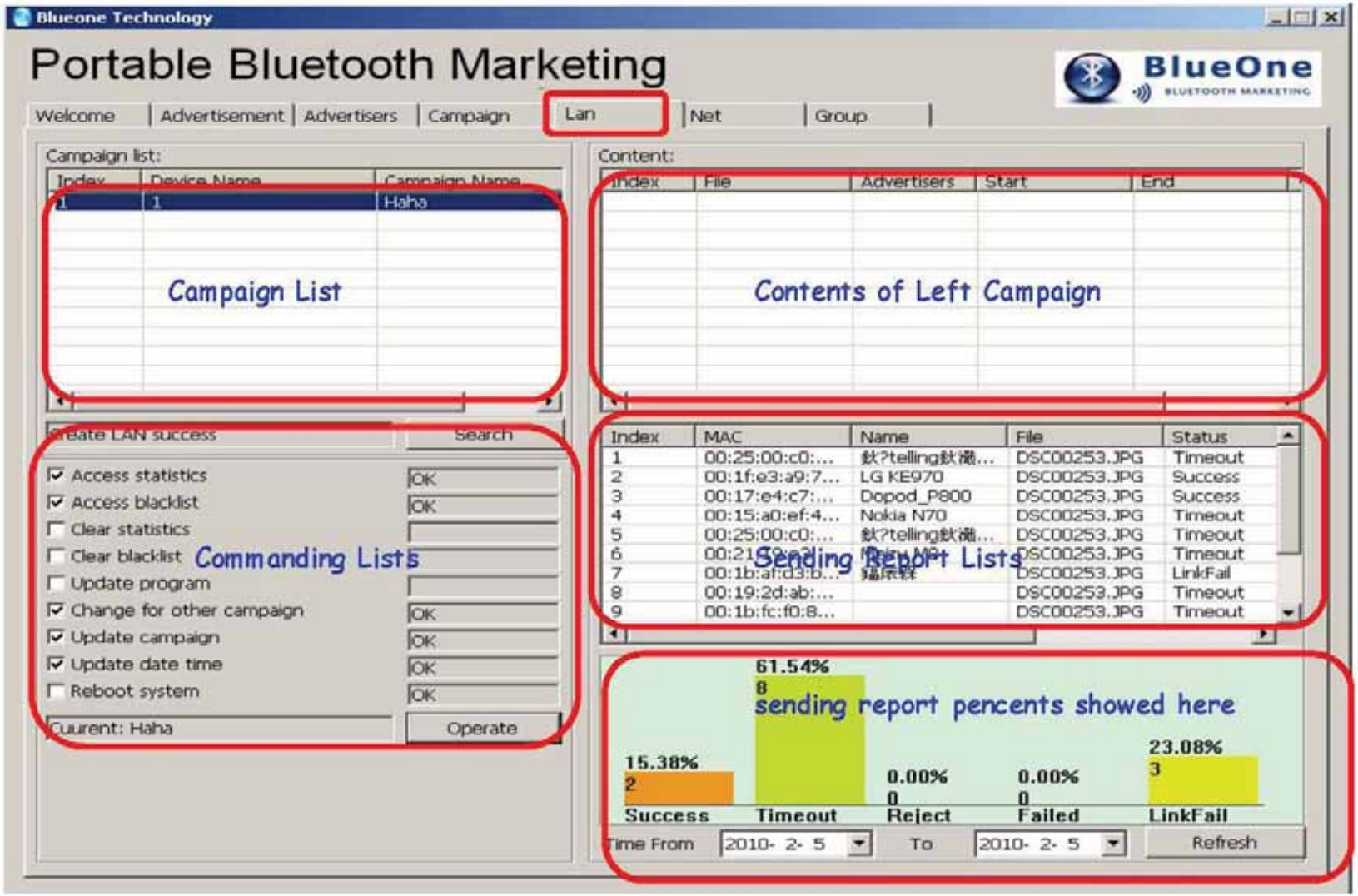


Once sending finished system will show as follows:

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

C. Update Campaign via LAN

Familiarize yourself with LAN interface



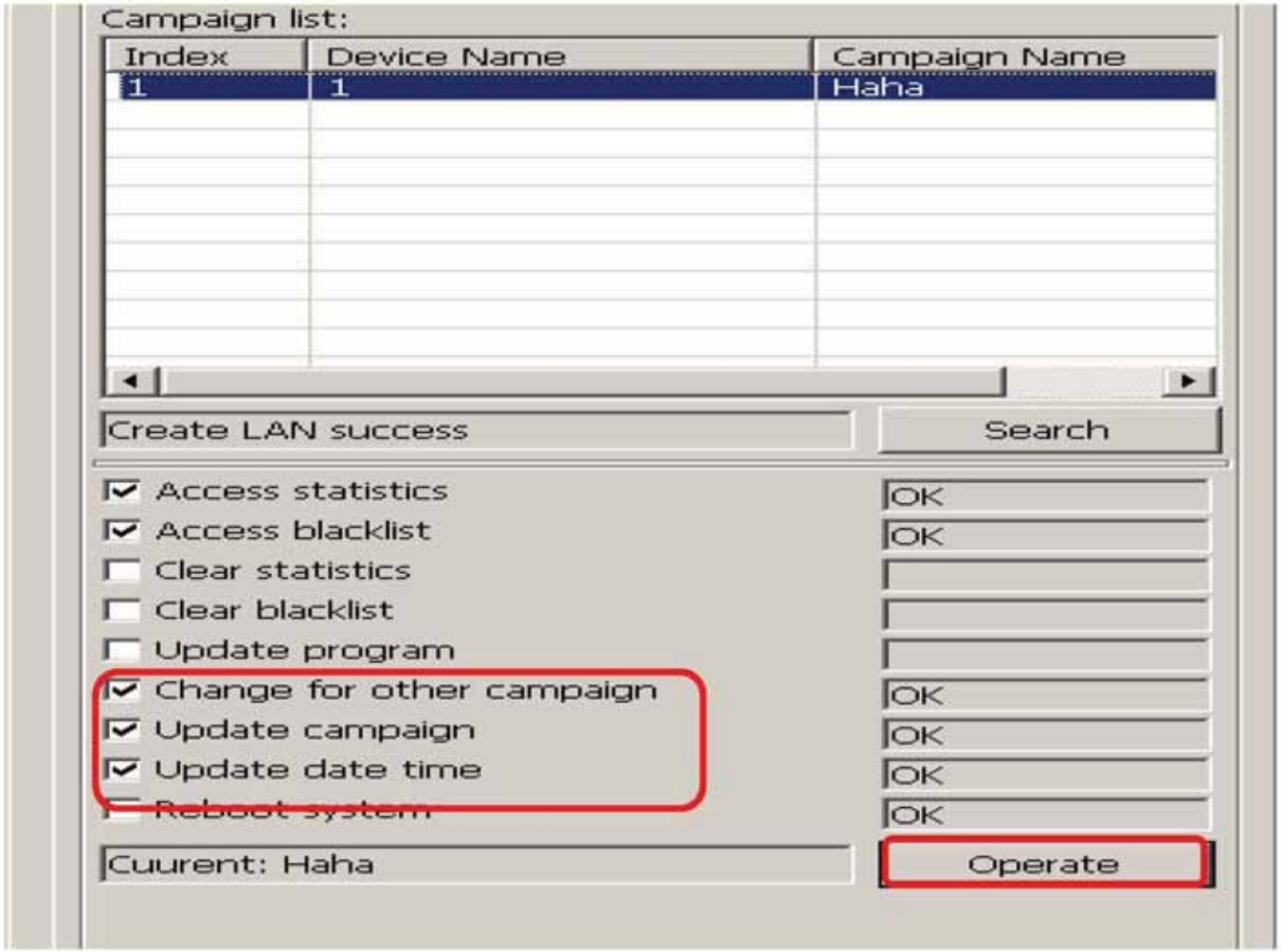
1.Connect the device with properly set and workable LAN

2.Device Searching:

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

3. Update Campaign

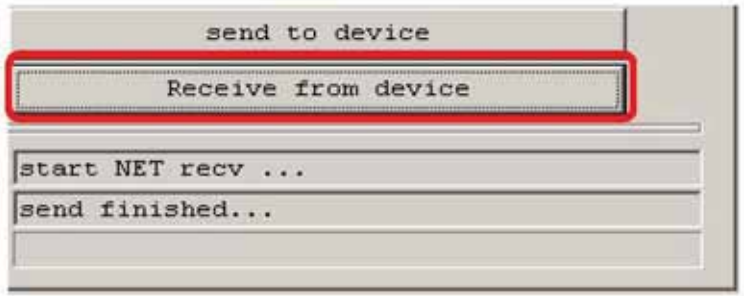
Select the wanted campaign item, then select "change for other campaign" to chose the campaign for update and "update campaign" "update date time" in operation list. Then click operate.



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.



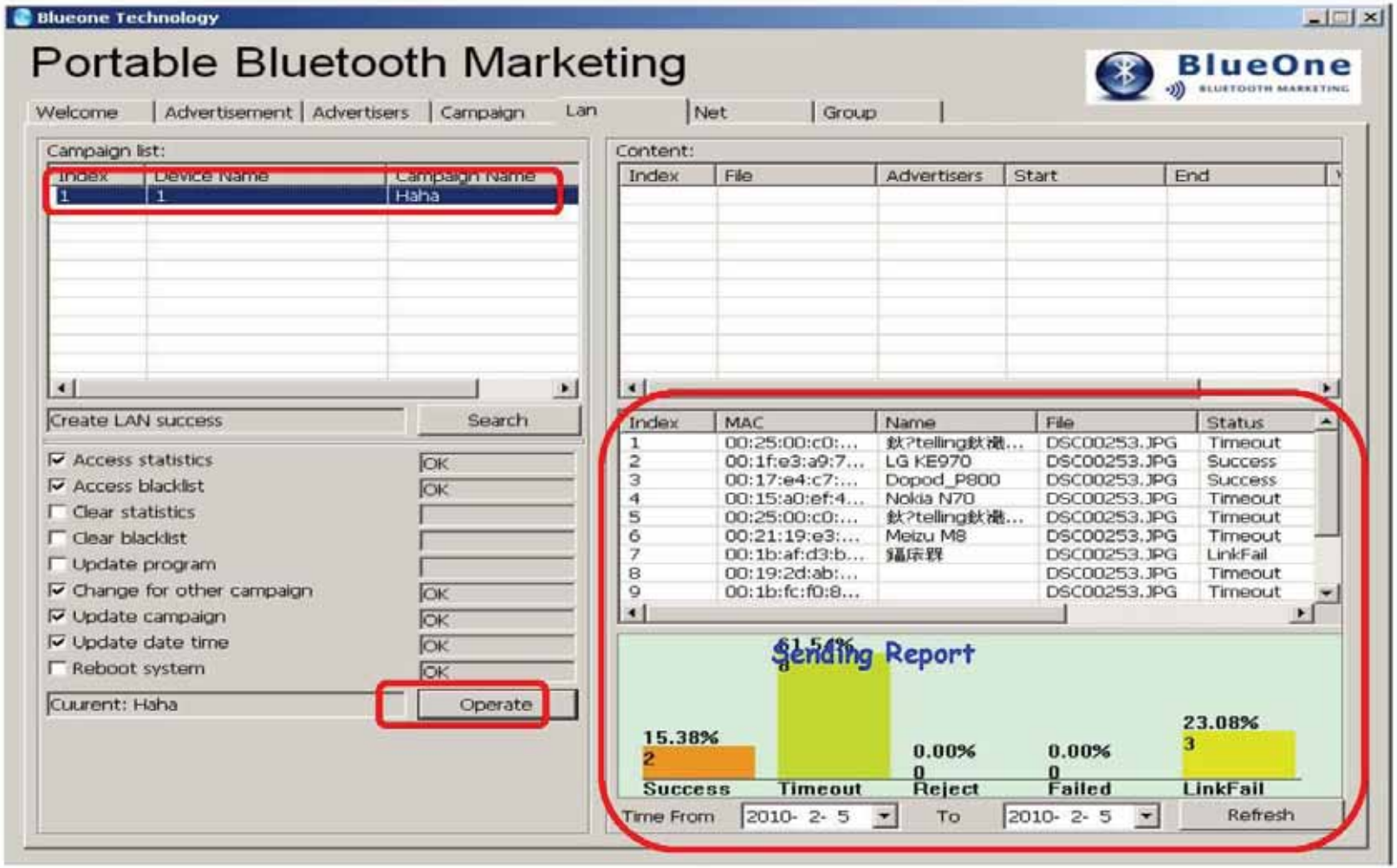
Index	MAC	Name	File	Status	Time
1	00:1e:e2...	N73	1.jpg	SUCESS	2009-4-3...
2	00:18:c5...	N73	1.jpg	SUCESS	2009-4-5...

b. Export Sending Report

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

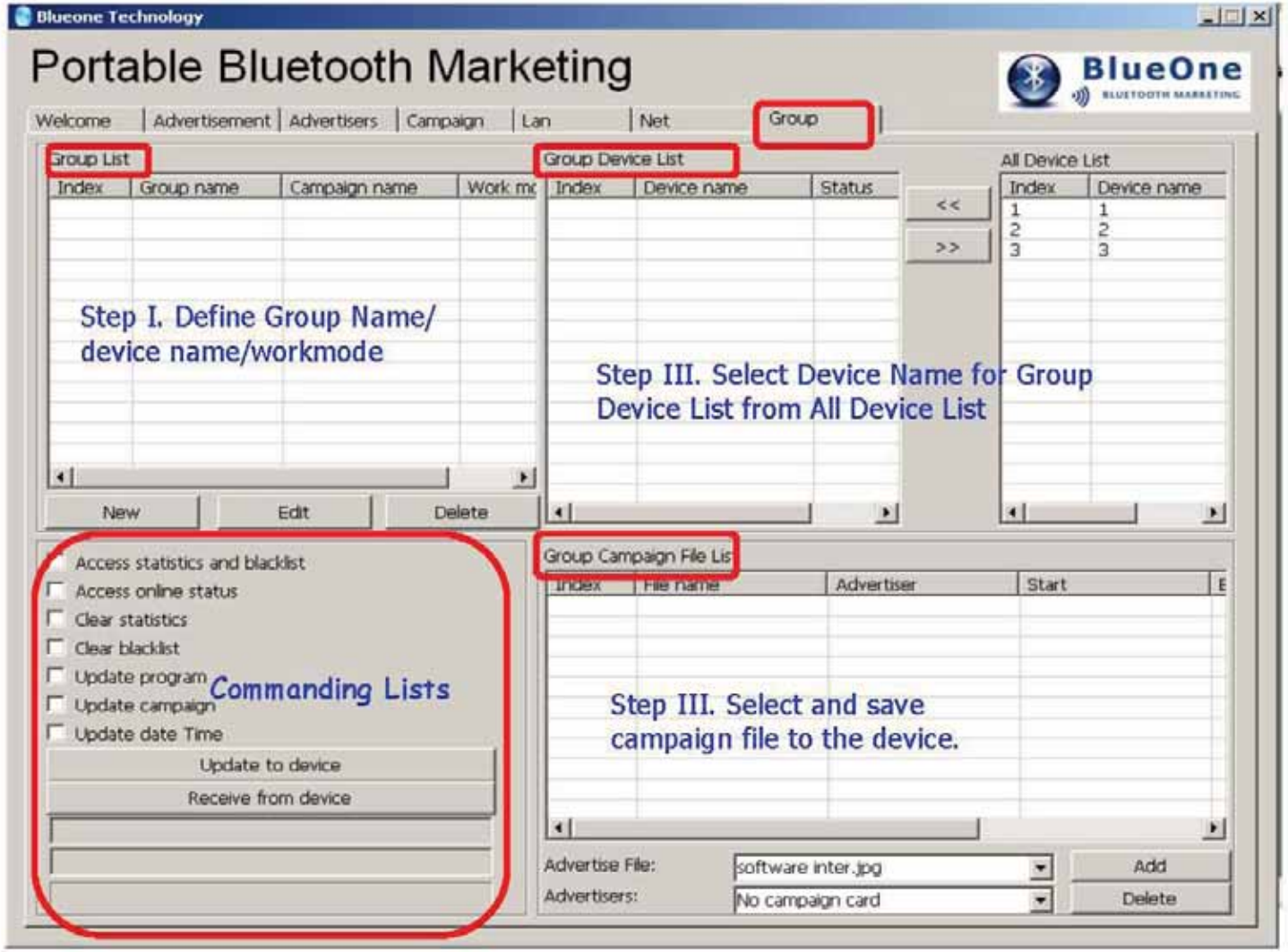
C. Via LAN

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



Step6.Group Setting and Updating(For Group Devices)

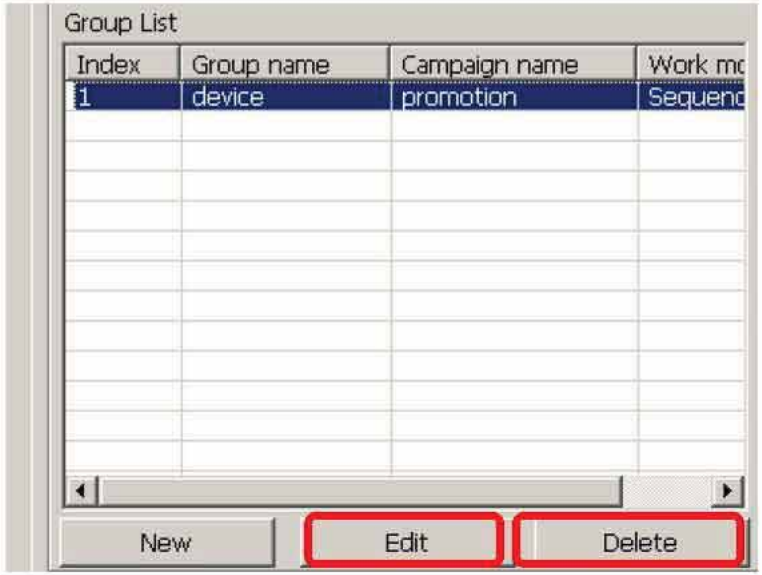
Move to "Group" interface. Four Sections as bellow:



I. Gruop List Setting

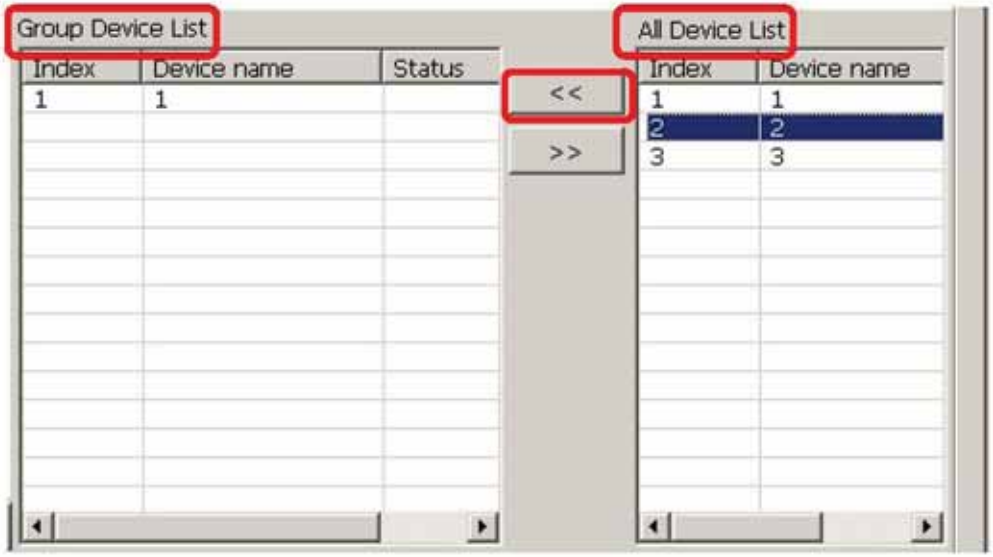
Click "New" to set a Group Name/ Campaign Name/work mode

Click "OK" to save

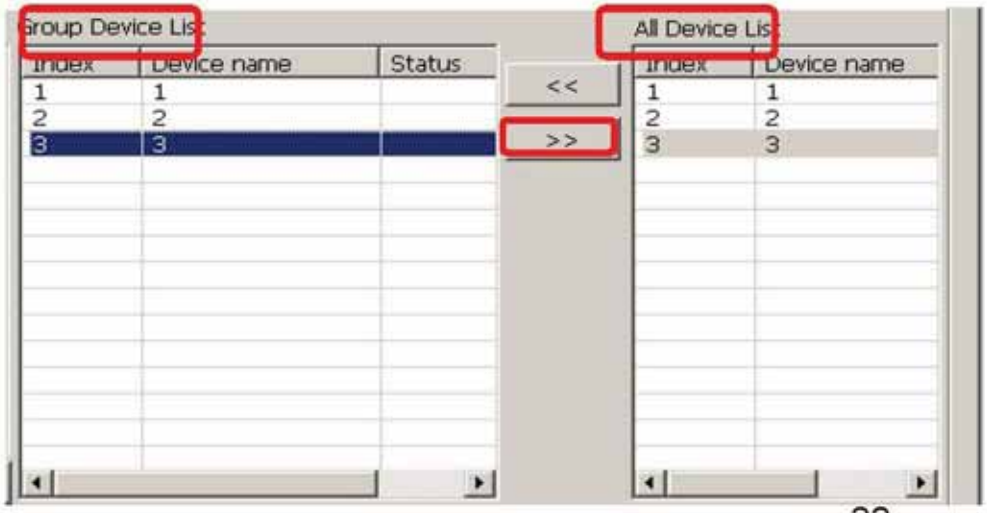


Highligh a file, click Edit to Revise;
click Delete to Remove

Ⅱ. Group Device List Selection

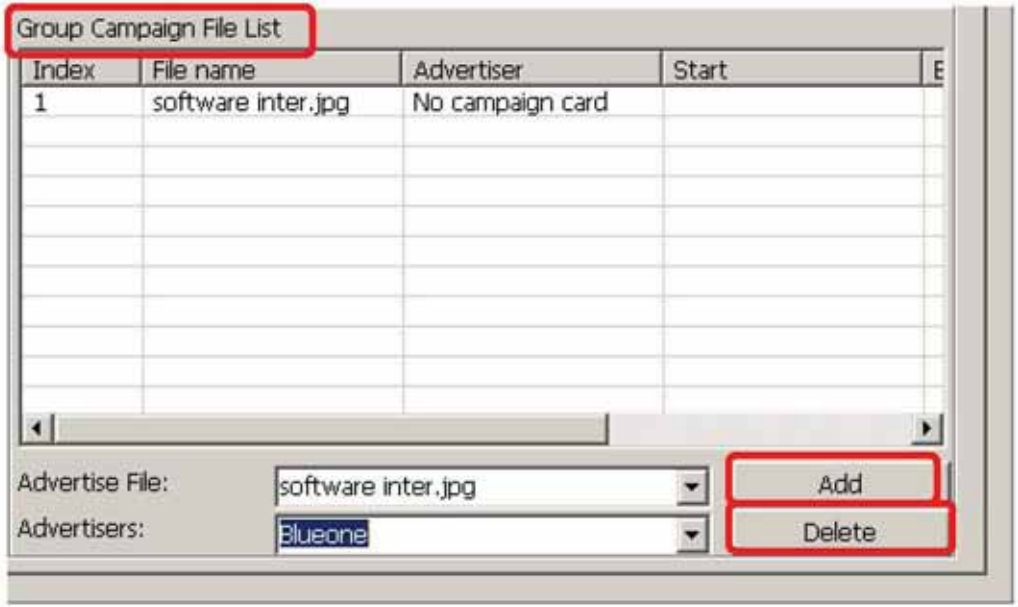


Highlight a device from "All Device List" and click << , then the device will appear in the " Group Device List"



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

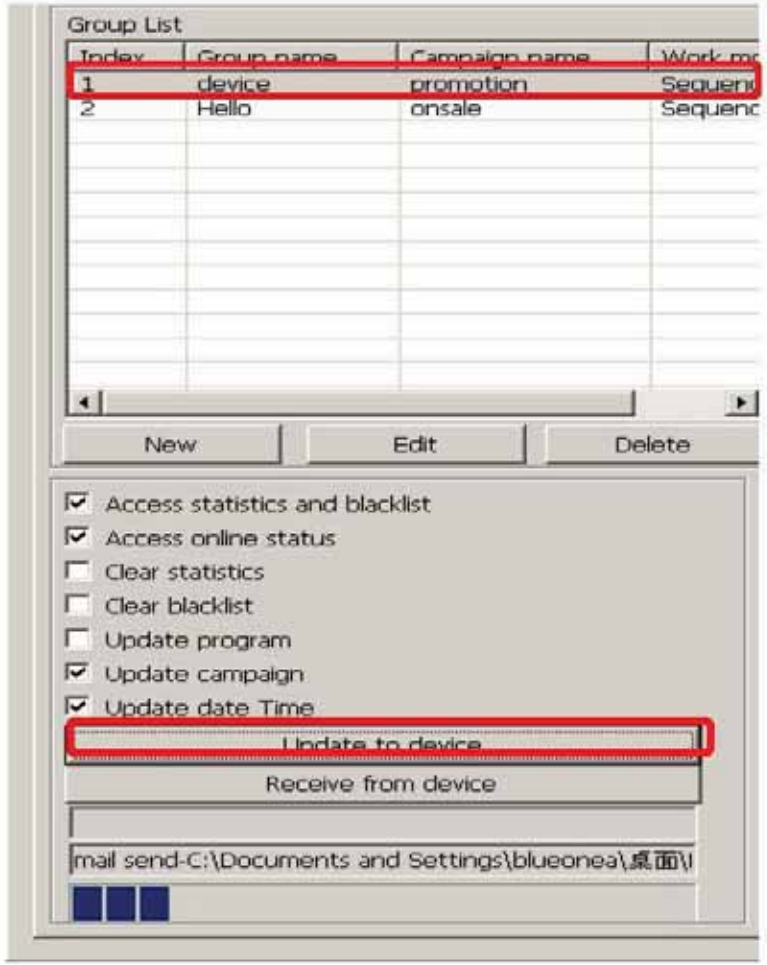


1. Click the pull-down menu for more files & advertisers

2. Click "Add" for a new file;

   Click "Delete" to Remove a file;

IV. Group Updating

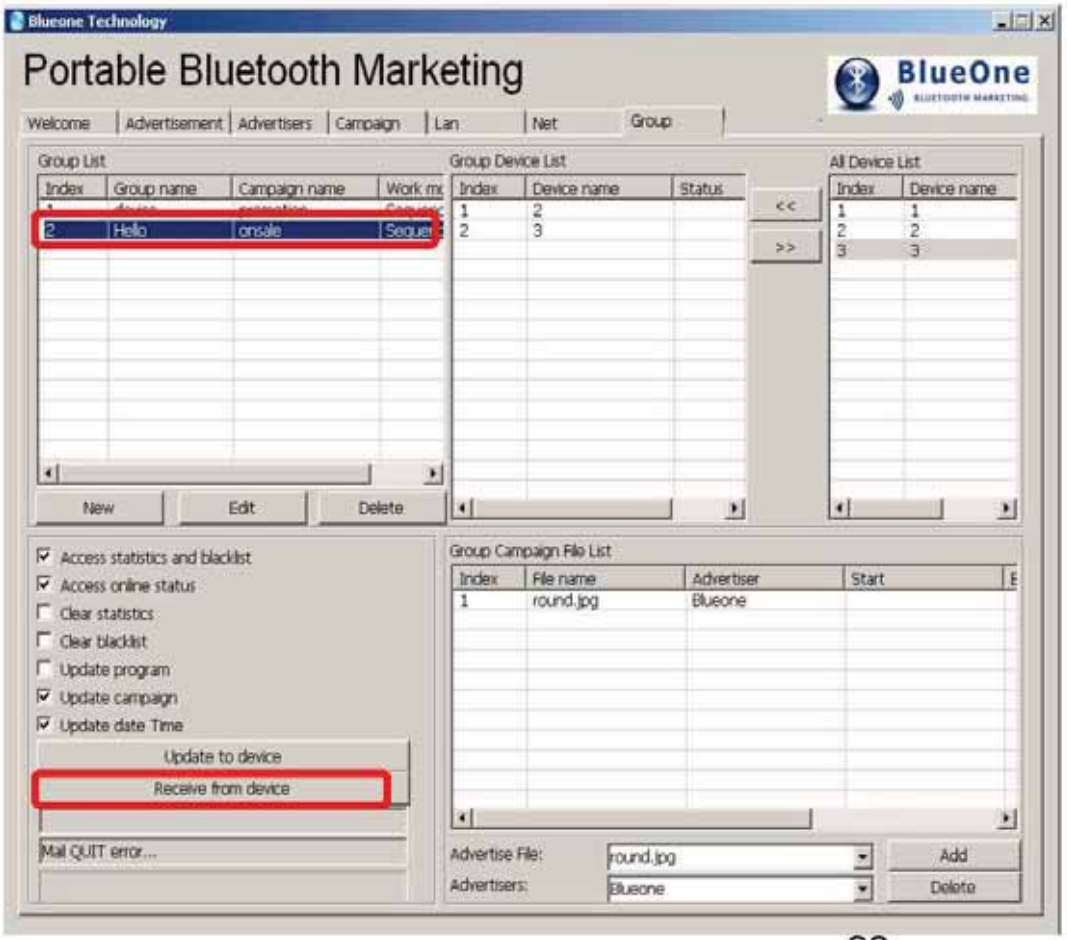


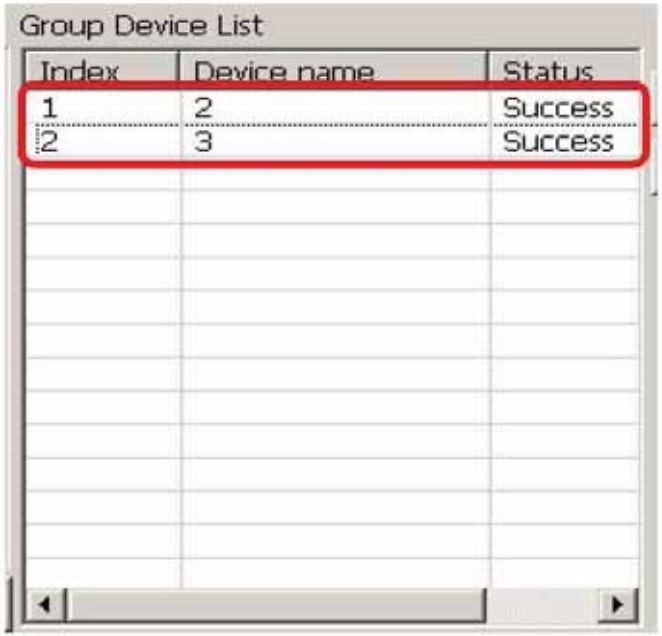
Highlight a Group file and click "Update to Device" then the campaign will be updated automaticlly.

V. Receiving and reading sending report

1.Receiving Sending Report

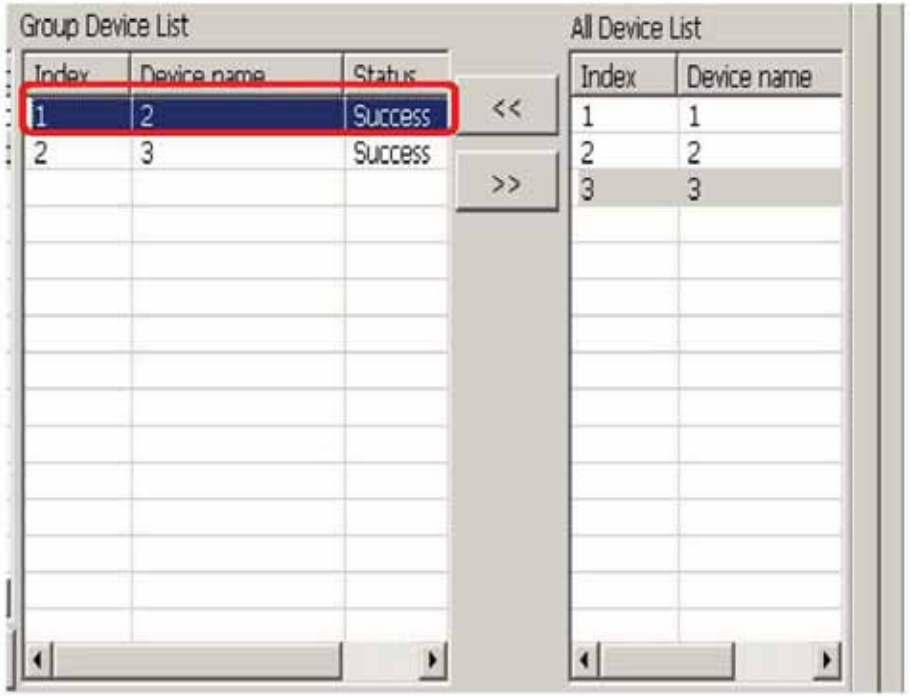
Highlight a group file and click " Receive from device", then the sending statistics will be received.Click the group file again, the sending report will pop out

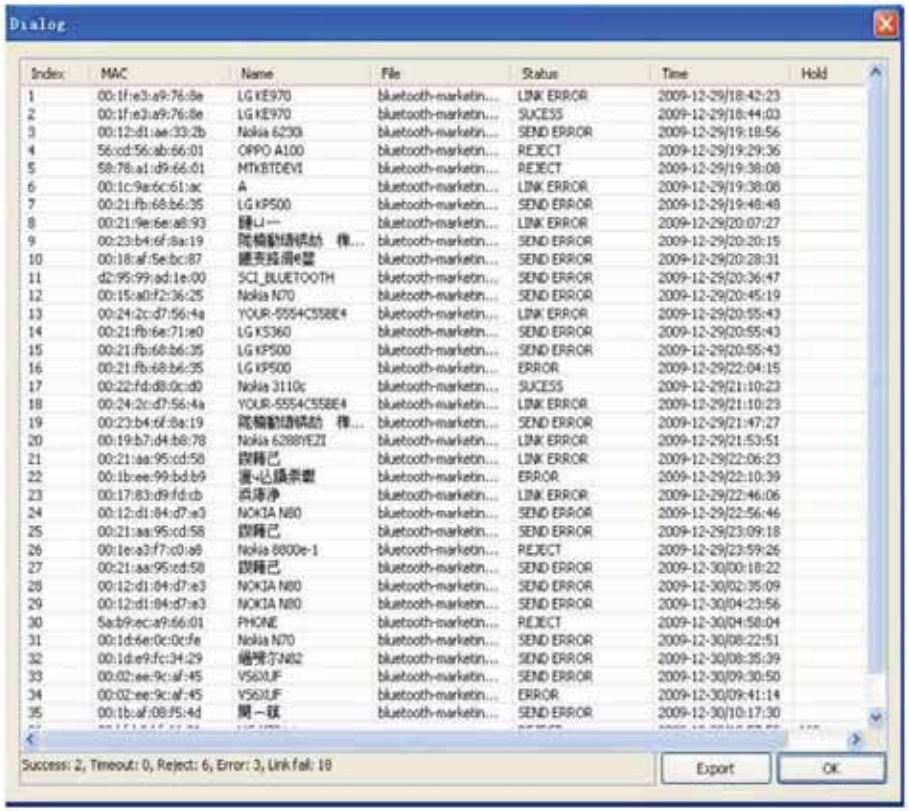




2. Reading sending report

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.