



BT-Pusher Bluetooth Marketing System USER GUIDE

Version 1.0.2



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Introduct

What can BT-Pusher Bluetooth Marketing System bring to you?

1. Are you worrying about printing, distributing leaflets? Do you want your shop to be remembered by every passenger? BT-Pusher Bluetooth Marketing System utilizes the Bluetooth technology, it can help you find every potential customer and send leaflets, e-coupons and so on, to customers directly.
2. Do you want you company to stand out in the crowd? Do you want to arm your company with hi-tech products? BT-Pusher Bluetooth Marketing System make your customers fell that your company is keeping up with the pulse of the digital world, so that it can improve the image of your company in the eyes of customers.
3. Do you want to distribute leaflets every day for free? With the help of BT-Pusher Bluetooth Marketing System, you can do this 24 hours non-stop.
4. Are you wondering how come just some customers give feed-back while you have distributed thousands of cards? Just because even customer themselves don't know where the card is. So, what can we do? With BT-Pusher Bluetooth Marketing System, you can send an e-card with your phone number, fax, web-site, email, IM number and so on, into the mobiles of customers directly. As long as your e-card is accepted and saved in the mobiles of customers, your business will be boosted with no doubt.

What are the advantages of BT-Pusher Bluetooth Marketing System?

1. With the leading single-point-multi-receiving technology, receiving multi files just in one single click.
2. With the creative files sending forecast technology, what to be sent are straightforward, make your customers fell more friendly and comfortable.
3. BT-Pusher Bluetooth Marketing System can send a batch of files to multi customers simultaneously with just several clicks.
4. Files sent results statistics in pie chart, what is popular is intuitively clear.

Functionalities

1. Search the Bluetooth clients (mobiles e.g.) within (about 30 meters) automatically.
2. Establish link with Bluetooth clients (mobiles e.g.) and send files automatically.
3. Sending to seven Bluetooth clients simultaneously.
4. All formats are supported: text, image(jpg, gif, png, e.g.),mp3, mp4, 3gp, e.g.
5. As fast as 100kB/s, depends on the Bluetooth class of mobile and actual environment.
6. Transport distance: 30 meters (in radius) in open environment.
7. Non-stop searching, no duplicated sending.

Field Of Application:

1. restaurants, hotels
2. shops, malls
3. exhibitions
4. waiting room, departure hall
5. reception room
6. cinema, recreation center

Illustration:

The screenshot shows the BT-Pusher Bluetooth Marketing System interface. It includes a menu bar with options like Broadcast, Monitor, Singlecast, Lottery, GIF, Charts, BlackList, and Config. The main area is divided into sections for Greeting Message, Broadcast File List, and a status bar at the bottom.

Callouts point to the following elements:

- Bluetooth status icon:** A Bluetooth symbol in the top left corner.
- Number of clients are online:** The number '2' displayed above the device list.
- Bluetooth clients:** A list of devices, including 'pal' with MAC address '68967CC'. A right-click menu is shown over this list with options: Send Msg, Send File, Send Vcard, Lottery, Make GIF, and Add To Blacklist.
- The adapter status:** A status bar at the bottom left that reads 'Bluetooth Adapter Is Ready'.

The Greeting Message section contains fields for 'Msg Head' (Welcome To DeviceGate .TXT) and 'Msg Body' (Welcome To DeviceGate Today is 2010-5-14 Friday. It my greate honour to introduce our company for you: 1. " Blue hills.jpg " --- blue hills 2. " Sunset.jpg " --- do you like sunset, enjoy it 3. " Water lilies.jpg " --- a very beautiful picture). There are also checkboxes for 'Calendar' and 'File Forecast'.

The Broadcast File List section contains a table with columns 'File Name' and 'Description':

File Name	Description
Blue hills.jpg	blue hills
Sunset.jpg	do you like sunset, enjoy it
Water lilies.jpg	a very beautiful picture
Winter.jpg	winter show
red flash.jpg	
leao iced tea.jpg	
andina fresh.jpg	
andina frut .jpg	

Buttons for 'Add', 'Remove', 'Up', and 'Down' are located to the right of the table. The status bar at the bottom shows 'Broadcast 1 h 43 m', a play button, 'Send 45 Files', and 'Enterprise Edition'.

Searching

The screenshot shows the BT-Pusher Bluetooth Marketing System interface. It includes a menu bar with options like Broadcast, Monitor, Singlecast, Lottery, GIF, Charts, BlackList, and Config. The main area is divided into sections for Greeting Message and Broadcast File List. Callouts provide instructions on how to edit messages, manage files, and start broadcasts.

Callouts:

- Title of the greeting message:** Points to the 'Msg Head' field containing 'Welcome To DeviceGate'.
- Edit or preview the greeting message:** Points to the 'Edit' and 'View' radio buttons.
- Calendar and file forecast:** Points to the 'Calendar' and 'File Forecast' checkboxes.
- add or delete multi files by pressing "ctrl":** Points to the 'Add', 'Remove', and 'Up' buttons.
- You can add files or modify the description by double click relevant the column:** Points to the 'Description' column header in the file list.
- Press to start:** Points to the large play button at the bottom.

Device List:

Device Name
pal
68967CC48C17443

Broadcast File List:

File Name	Description
Blue hills.jpg	blue hills
Sunset.jpg	do you like sunset, enjoy it
Water lilies.jpg	a very beautiful picture
Winter.jpg	winter show
red flash.jpg	
leao iced tea.jpg	
andina fresh.jpg	
andina fruit .jpg	

Status: Broadcast 1 h 43 m, Send 45 Files, Bluetooth Adapter Is Ready, Enterprise Edition.

Broadcast

BT-Pusher Bluetooth Marketing System

Bluetooth Adapter Is Ready Enterprise Edition

2

Device Name
pal
68967CC48C17443

Client activity log

```

[16:29] F enter broadcast area
[16:30] 68967CC48C17443 exit broadcast area
[16:31] pal exit broadcast area
[16:32] pal enter broadcast area
[16:32] 68967CC48C17443 enter broadcast area
[16:33] F exit broadcast area
    
```

Sent status

Time	Device Name	File	Result
2010-5-14 16:29	pal	Greeting Message	Connection Fail
2010-5-14 16:29	F	Greeting Message	Succeed
2010-5-14 16:29	F	Blue hills.jpg	File Error
2010-5-14 16:29	F	Sunset.jpg	File Error
2010-5-14 16:29	F	Water lilies.jpg	File Error
2010-5-14 16:29	F	Winter.jpg	File Error
2010-5-14 16:29	F	red flash.jpg	Succeed
2010-5-14 16:30	F	leao iced tea.jpg	Succeed
2010-5-14 16:31	F	andina fresh.jpg	Succeed
2010-5-14 16:31	F	andina frut .jpg	Succeed
2010-5-14 16:31	pal	Greeting Message	Succeed
2010-5-14 16:32	pal	Blue hills.jpg	Connection Fail

Files sent logs

Broadcast 1 h 43 m Send 45 Files

Monitor

BT-Pusher Bluetooth Marketing System

Broadcast Monitor **Singlecast** Lottery GIF Charts BlackList Config

Send Msg **Send File (All Files In Table)**

File Name	Size
andina fresh.jpg	609K
andina frut .jpg	673K
aqua.jpg	448K
leao iced tea.jpg	626K

Add Remove Up

Send File

Time	Device Name	File	Result
2010-5-14 16:29	pal	andina fresh.jpg	Succeed
2010-5-14 16:29	pal	andina frut .jpg	Succeed
2010-5-14 16:30	pal	aqua.jpg	Succeed
2010-5-14 16:30	pal	leao iced tea.jpg	Succeed

Bluetooth Adapter Is Ready Enterprise Edition

Annotations:

- Send text files to clients
- Send all the files in the table
- Add or delete multi files by pressing "ctrl"
- Start to send files
- Files Sent logs
- Press Ctrl to select multi bluetooth devices

Single cast

BT-Pusher Bluetooth Marketing System

Broadcast Monitor Singlecast **Lottery** GIF Charts BlackList Config

Bluetooth icon: 2

Prepare Lottery Message

Count: 1 (dropdown) All Mobiles Are Included

Msg Head: Congratulations .TXT

Msg Body: Thanks for your attribution

Add Tips Exclude Winners In Table Below

Start Lottery

Status	Device Name	Message	Result
1 Win	pal	Congratulations	Succeed
1 Win	68967CC48C17443	Congratulations	Succeed
1 Win	68967CC48C17443	Congratulations	Connection Fail

Bluetooth Adapter Is Ready Enterprise Edition

1: select the number of winners

2: set the winning message

3: start to draw the lottery

4: the winners will be displayed here

Lottery

The screenshot shows the BT-Pusher Bluetooth Marketing System interface. At the top, there are tabs for Broadcast, Monitor, Singlecast, Lottery, GIF, Charts, BlackList, and Config. The 'GIF' tab is selected. On the left, a device list shows 'pal' with ID '68967CC48C17'. A context menu is open over the device list with options: Send Msg, Send File, Send Vcard, Lottery, Make GIF, and Add To Blacklist. The main area displays a preview of a GIF with a resolution of 200 * 150. Below the preview are buttons for 'Add Picture', 'Left', 'Right', and 'Remove Picture'. At the bottom, there are settings for 'Transition' (checked), 'Page Time' (1 sec), and 'Name' (andina fresh). A large blue arrow button is highlighted. To the right of the settings are buttons for 'Send To Mobile', 'Broadcast', and 'Open Folder'. The status bar at the bottom indicates 'Bluetooth Adapter Is Ready' and 'Enterprise Edition'.

Select the resolution of this animation

Add all the pictures you want

Press this arrow to create

Animation

The mobiles in blacklist will not receive any files from the advertiser

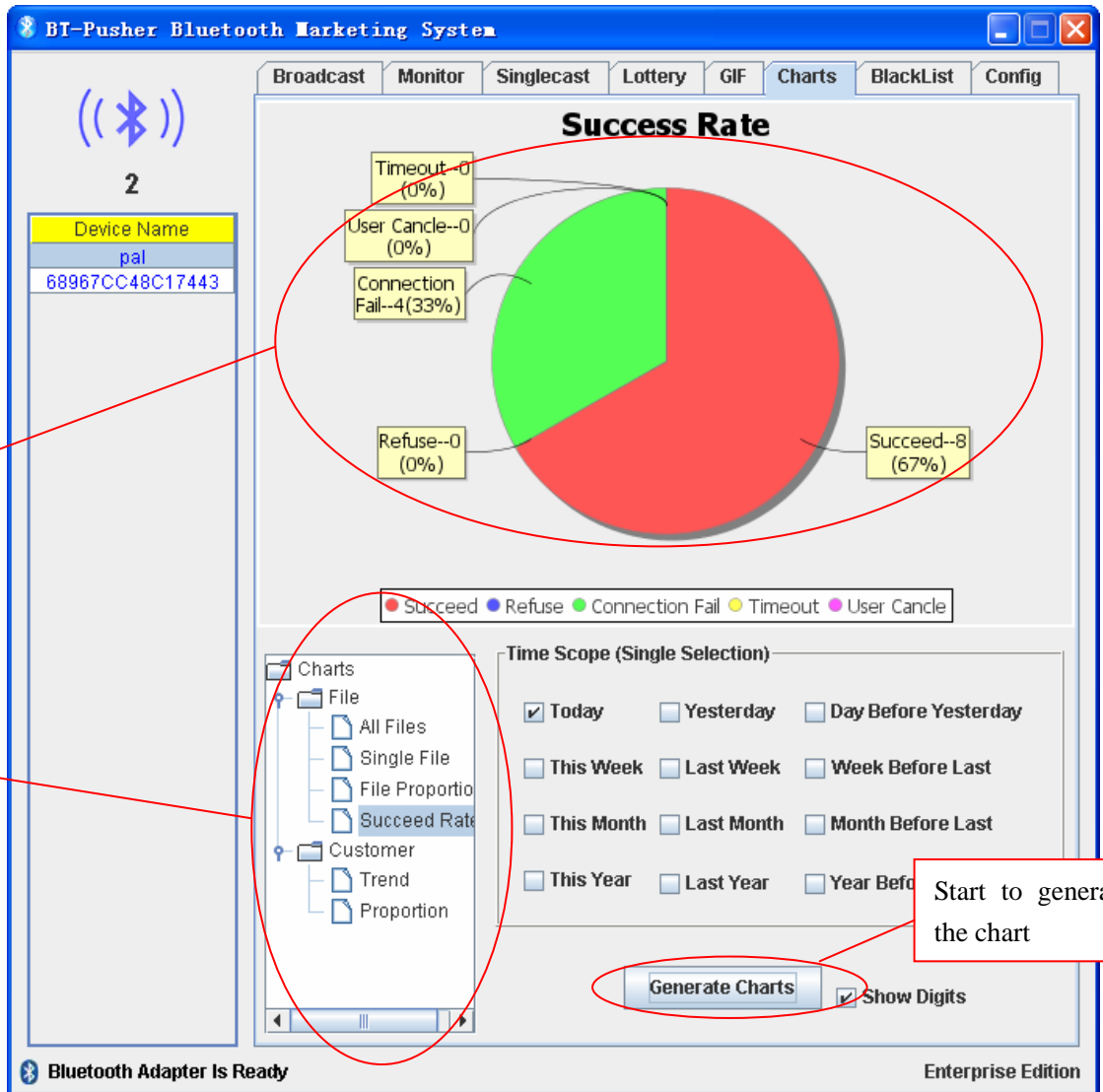
Right click to add someone to blacklist

Add a mobile to blacklist

Status	Device Name	BT Address	Notes
OffLine	Cathrine	00158307CC52	
OffLine	Meizu M8	002119E3FF75	
OffLine	MTK DEVICE	1A2A9F706601	

Bluetooth Adapter Is Ready Enterprise Edition

Blacklist

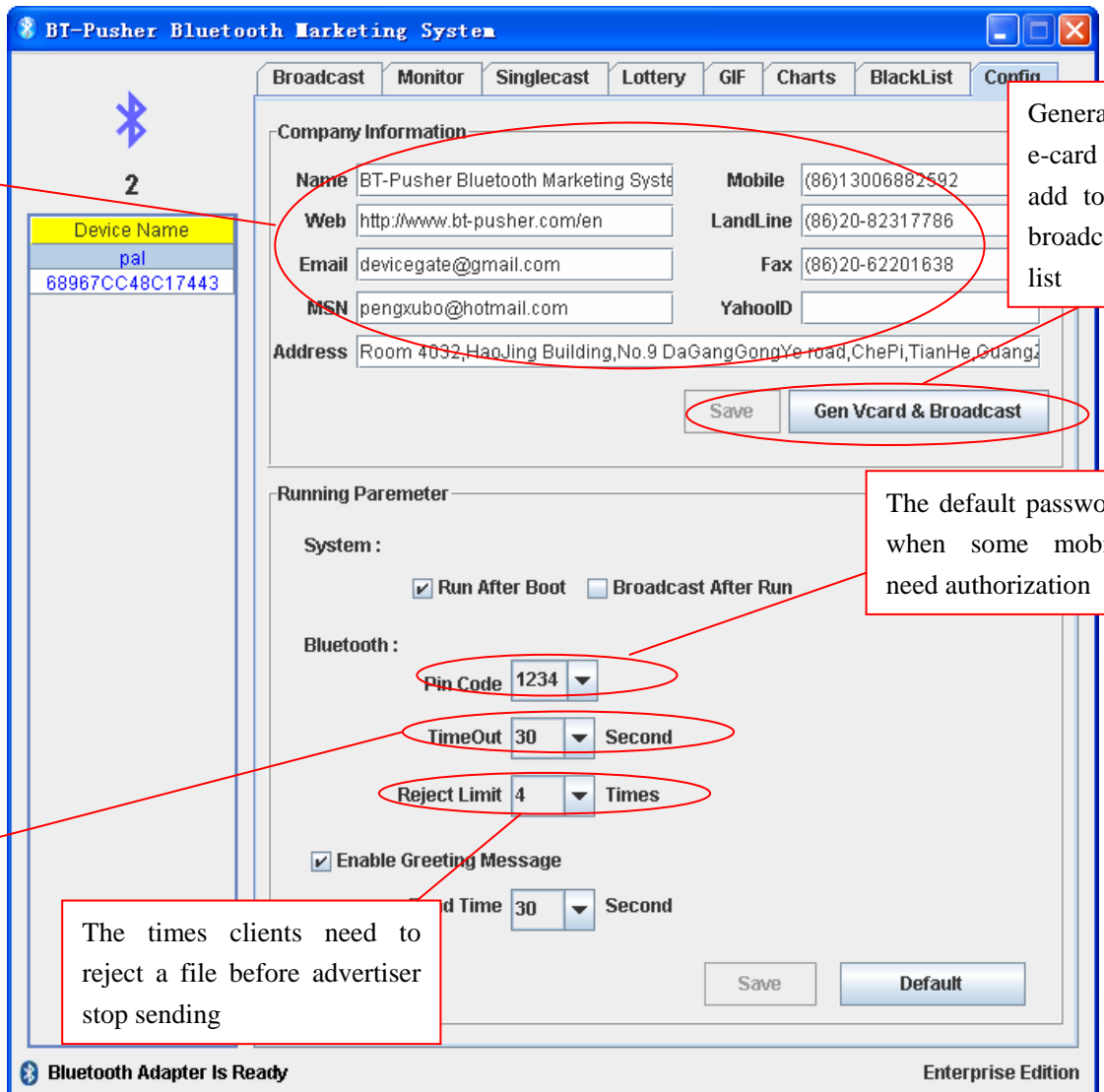


Statistics Chart

Different kinds of statistics

Start to generate the chart

Statistics



Set the info of your company. These will be sent as an e-card and saved into the contacts list of mobile phone.

Generate e-card and add to the broadcast list

The default password when some mobile need authorization

The time that clients need to response to greeting message

The times clients need to reject a file before advertiser stop sending

System Config

Q & A

1. Q: Can't run the software?

A: Probably because you have not installed the JRE1.6, please browse the disc and find "JRE_update.exe", double click it and install.

2. Q: Bluetooth adapter is not ready?

A: Make sure the Bluetooth adapter is inserted correctly.

3. Q: Unable to save the broadcast list?

A: The broadcast list is saved automatically when system begins to broadcast, if you want to save it, just click the "broadcast" button.

4. Q: What shall it fill in if I don't have web site or email?

A: Leave it blank.

5. Q: If I have two mobile phones, where should I fill the second number?

A: You can fill it in the "landline phone" column.

6. Q: Why can't it start when I log on windows?

A: Probably because you have installed some kind of registry monitor software. You need to stop the registry monitor software and run the setup again. When the setup is finished, start the registry monitor software again.

7. Q: What does Bluetooth time out mean?

A: It means that, BT-Pusher Bluetooth Marketing System has already established a link with the client (mobile e.g.), but customer didn't response to it in a specific time period (30 seconds). If someone didn't notice the file-receiving notification in that time period, this message will appear.

8. Q: What does “reject Limit” mean?

A: BT-Pusher Bluetooth Marketing System is user-friendly software. When customers don't realize this kind of advertising or the benefit of Bluetooth advertising, for the sake of security, they probably will reject receiving the file. If customer rejects, then BT-Pusher Bluetooth Marketing System will stop sending. But when the customer comes again next time, BT-Pusher Bluetooth Marketing System will try to send file to him again. When the same customer rejects for 3 times, BT-Pusher Bluetooth Marketing System will not send anything to him any more.

9. Q: About the statistics, why does it just display one curve when I choose three days?

A: Because the data is the same these three days, the three curves overlay in one place. It occurs mostly when there is no statistics data or all the data is zero. As time pass by, you will see the beautiful curves.

10. Q: Why it fails to broadcast if I use another Bluetooth adapter?

A: This software is an intellectual property of Extreme Blue, so it must go with the adapter shipped with the software to enable the broadcast functionality.

11. Q: What is greeting message?

A: Greeting message is an innovative technology developed by Extreme Blue. The benefits of greeting message are as follows:

- a) Make a user friendly greeting to customer.
- b) Tell the customers what will be sent

Thank you for choosing BT-Pusher device!