



WiFi & Bluetooth Marketing Device
BT-Pusher COMBI PRO+
USER GUIDE

Version 1.0.0



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1. Introduction

1.1 Overview

- **What is bluetooth marketing?**

Bluetooth Marketing is a new generational advertisement and information transmitting marketing method, which is developed by DeviceGate Technology Co., Ltd. BT-Pusher mobile Advertising System can send promotional and advertising messages, business cards, event notifications to the mobile phones and all other Bluetooth-enabled devices automatically. You can provide your customers with news, special offers, flyers, discount coupons, multimedia files, java games and other types of media. If end users allow receiving the message, any kind of media format can be sent to their devices.

Procedure of Bluetooth Marketing



The image shows three sequential steps of the Bluetooth marketing process on a BlackBerry phone. In the first step, the phone screen displays a dialog box asking 'Accept connection request from BT-Pusher?' with 'Yes' and 'No' buttons. In the second step, the screen shows a 'File Transfer' notification stating 'ad2_pic.jpg was received successfully'. In the third step, the screen displays a graphic of a laptop with a 'new' starburst and a Wi-Fi symbol, representing the information being pushed to the device.

BT-Pusher will first request mobile to accept information from BT-Pusher Combi device.

Once mobile select to click "YES" or "OK", BT-Pusher will push information to mobiles.

You can view information from BT-Pusher.

- **What is WiFi Marketing**

Some smartphones can not receive Bluetooth message – most notably Apple product as iPhones, iPad. That's why Devicegate(BT-Pusher) offers a wifi wireless marketing solution that resolves this issue. By offering Wi-Fi marketing, we ensure that 100% of the mobile marketing market is eligible to receive your marketing messages because they're hosted on a mobile website.

WiFi Marketing is a new and effective marketing method, it can Push advertisements pages to Smartphones, laptops or Notebook (As iPhone, iPad and so on). You can update advertising Photo or web pages to BT-Pusher Combi Device via flash disk or network. When the users of Smartphones and laptops connect to your COMBI device (WiFi Access Point), They can not have any online behavior (even IM application) before they view your Advertising Pages. Wi-Fi marketing interacts with iPhone, iPad, Blackberry and any other WiFi enabled Smart Phones.

The wifi marketing solution works in a similar way to a Hotels wifi hotspot, when you log on to the wifi connection and refresh your browser it immediately redirects the user to the advertising content page. Using wifi we are able to deliver larger files such as high quality video because of the speed that is available. Through clever programming we are able to make this content available via the web once the user has moved away from the wifi zone, this then allows ongoing interaction with the ability for data capture and online mobile commerce.

Procedure of WiFi Marketing

		
Connect your WiFi enabled device to BT-Pusher Combi Device	You have to view Ads pages first before you have any online behavior	Once you have viewed Ads Pages. You can go to internet freely.

BT-Pusher COMBI PRO+ integrates WiFi with Bluetooth marketing function, It is the most powerful mobile marketing tools.

1.2 Function

Bluetooth Marketing Function

- Auto search for Bluetooth devices
- Support for a variety of Bluetooth message transmission strategy
- Support Adjustable Bluetooth Coverage Range via software settings.
- Support World time
- It can be networked(seamless) and has a data-base which can be shared with other devices in a same network
- It can be monitored from remote distance over internet by wired(LAN) or wireless(3G/GPRS)
- Blacklist function
- A variety of refuse retransmission mechanism
- Auto pair with mobile bluetooth devices(mainstream mobile models)
- Show the system working status using LED
- Delivery of a wide range of information type:txt,gif,jpg,mp3,mp4,3gp,java games and so on
- Support 21 Bluetooth devices at the same time to download
- Send bluetooth message at scheduled times
- File update at scheduled times
- The fastest download speeds of up to 150KByte / S , decided to Bluetooth version of mobile and receive environmental
- Transmission distance: up to 200 meters
- Support for different time periods to send different content
- The same user will get each message only ONCE , no matter what version you're using
- System can automatically record connection and receive detailed information of all users for you to decision-makin
- Support Network Remote Management:LAN,WAN,GPRS,3G and usb local management
- Support Abnormal automatic recovery function

WiFi Marketing Function


- StandAlone Work Function
- Support build-in WebSite
- Support DHCP Client and Server
- Support Abnormal automatic recovery function
- Show Device working status using LED
- Transmission distance: up to 200 meters
- Support Redirect to build-in website
- Support Redirect to any internet website
- Must View advertising Page before Any online behaviors
- A variety of WiFi advertising methods
- Support 802.11n,802.11g,802.11b wireless protocol
- Download Speed up to 150Mbps.
- Wireless transmit power:27dbm
- Support Static IP,Dynamic IP,3G/GPRS optional(via usb 3G modem)

1.3 Application

- Shops and In-store Promotions
- Restaurants and coffee shops
- Tourist areas
- Airports
- Transportation
- Auto 4S shops
- Motor City
- Housing Sales Center
- Exhibitions
- Business center / shopping mall
- Hotels
- Sport events
- Auto parts sales shop
- Repair stations
- Cinemas
- Recreation centers

Even you can think of any place, almost everywhere

1.4 Features

Model	BT-Pusher COMBI PRO+
Appearance	
Status indication	LED status indication
Size	12cm(W)*14cm(L)*3cm(H)
Weight	500g
Power Input	110-240V (Battery,Car Charger optional)
Storage	Above 128M Byte, can be expanded to 1G Byte
Antenna	External antenna
Bluetooth module	3 Long range bluetooth modules
WiFi Module	Build-in 802.11n WiFi module
Usb interface	Yes
Ethernet	10/100 Ethernet
Range	200 Meters
3G,GPRS	Yes(Optional)
Abnormal automatic recovery function	Yes
Management method	USB local Network remote 3G,GPRS (optional)

1.5 Package Contents

Each BT-Pusher COMBI PRO+ include:

- 1, A BT-Pusher COMBI PRO+ device



- 2, A adapter(Appearance for reference only)



Optional Accessories:

- 1, 4800mAH Li-ion battery(Appearance for reference only)



- 2, Car adapter(Appearance for reference only)

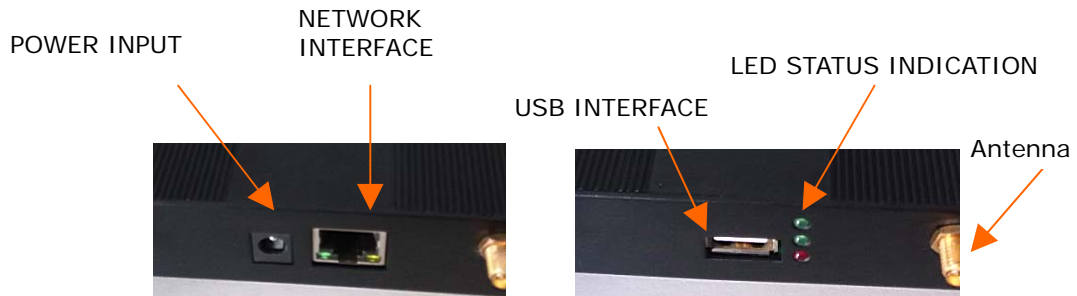


- 3, 3G/GPRS modem(Appearance for reference only)



2. Installation

2.1 BT-Pusher COMBI PRO+ interface



- **LED:** Indicate the working status of the [BT-Pusher COMBI PRO+](#) device
- **POWER INPUT:** DC 12V 1A power adapter
- **USB INTERFACE:** 1:Used to connect flash disk for offline management. Please use **BtspConfig** software to modify corresponding parameters or update file contents and make sure to save the results to a flash disk,then insert the flash disk into the relevant BT-Pusher Device's USB interface, the system will automatically set the device parameters, update file contents and download log file, modify blacklist and so on. (After you insert a flash disk,please make sure LED show a status described in section 2.2.2)
2: Used to connect 3G/GPRS modem to internet.
- **NETWORK INTERFACE:** Used to connect network, through the **WiFiBTManagerServer** software real-time modify [BT-Pusher](#) device's parameter settings, update file content, blacklist and download send logs file and so on.

2.2 User Guide

2.2.1 Power

1. Put [bt-pusher](#) device in a safe place, and Plug power adapter (DC 12V)

in the power interface,As shown below:



2. You can also use lithium battery-powered, as shown below:



- 3.,if you use cable to connect to network , you have to use network cable connect BT-Pusher COMBI device to your Router or Switch first,Then Plug power adapter (DC 12V) in the power interface. As shown below:



4. If you use 3G/GPRS modem to connect to internet, You have to insert 3G/GPRS modem to usb interface (you have to config correctly using BTSPConfig software before you insert 3G modem), Then Plug power adapter (DC 12V) in the power interface. As shown below:



5. After power-on, LED will indicate the system status information, as follows

- (1) Red lights. Indicates power supply normal



- (2) Red lights, Middle Green light flashes once every second. [BT-Pusher](#) device

started to enter the normal bluetooth sending work state, it will scan surrounding Bluetooth-enabled devices, and send relevant information to them.



- (3) Red lights, Middle Green light flashes once every second. And then Red LED flash rapidly, means WiFi AP is available also, once you have connected to BT-Pusher AP, you have to view Ads first, then you can go to internet FREE.

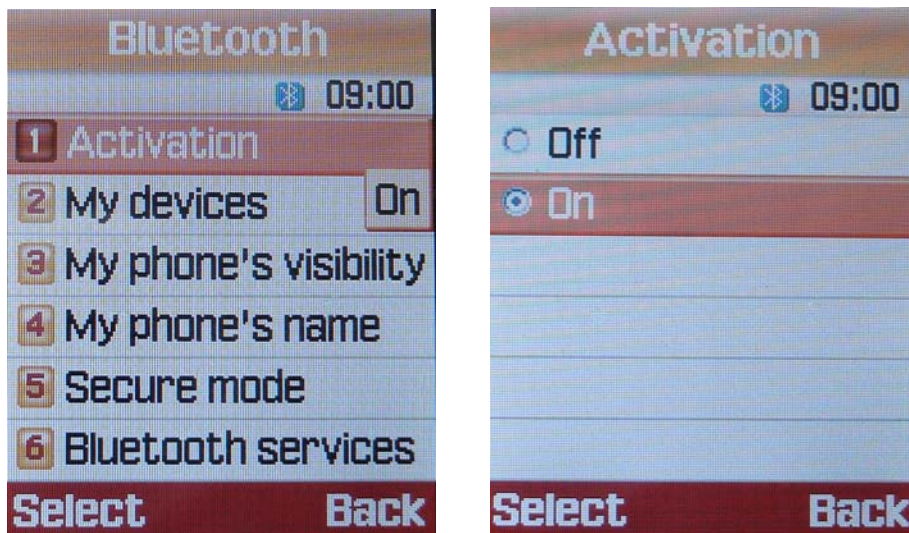


Then you will receive the [BT-Pusher](#) device's default information, if you want to change what is being sent, please use **BtspConfig** or **WiFiBTManagerServer** software changes. (Please make sure your Bluetooth-enabled cell phone turned on , and Bluetooth visibility function keep alive. NOKIa mobile phone (Figure 1), Samsung mobile phone (Figure 2) as an example)

Figure 1



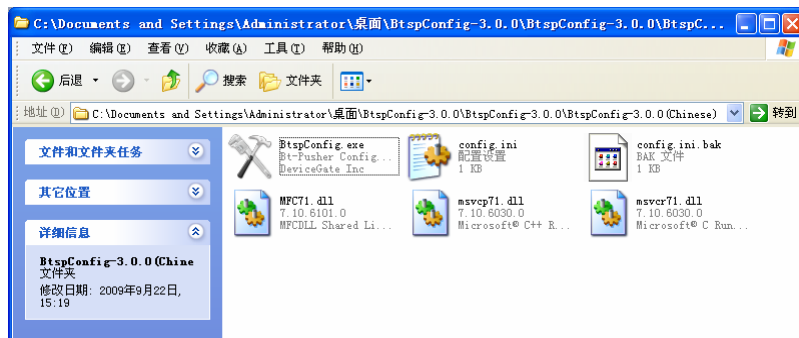
Figure 2



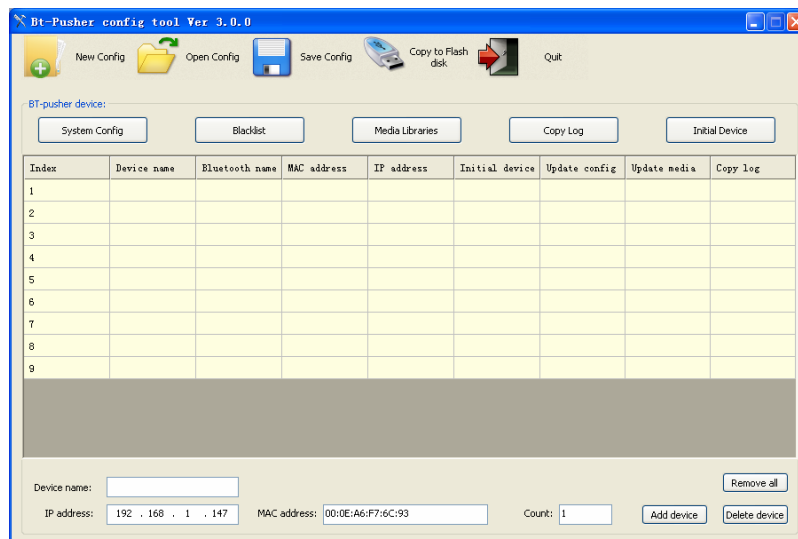
2.2.2 FLASH DISK Local Management

[BT-Pusher](#) device with flash disk local management functions, through flash disk operation can update the system configuration information, modify the file content, blacklist and download log file and so on.

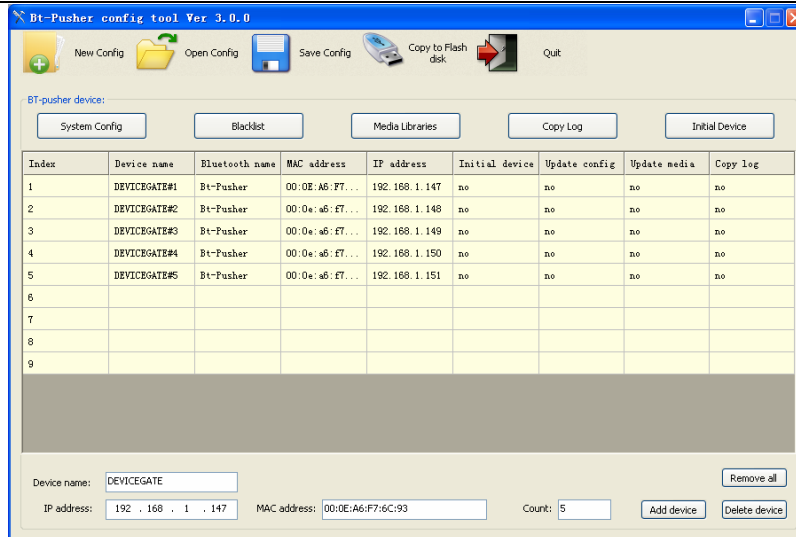
- 1: Need to use the **BtspConfig** configuration software for the relevant operation. **BtspConfig** software on **BtspConfig** directory:



- (1) Double-click to open **BtspConfig.exe** software, will appear below the window, first click on the “new config” to build a new project, and then according to your own needs to special configuration your project.

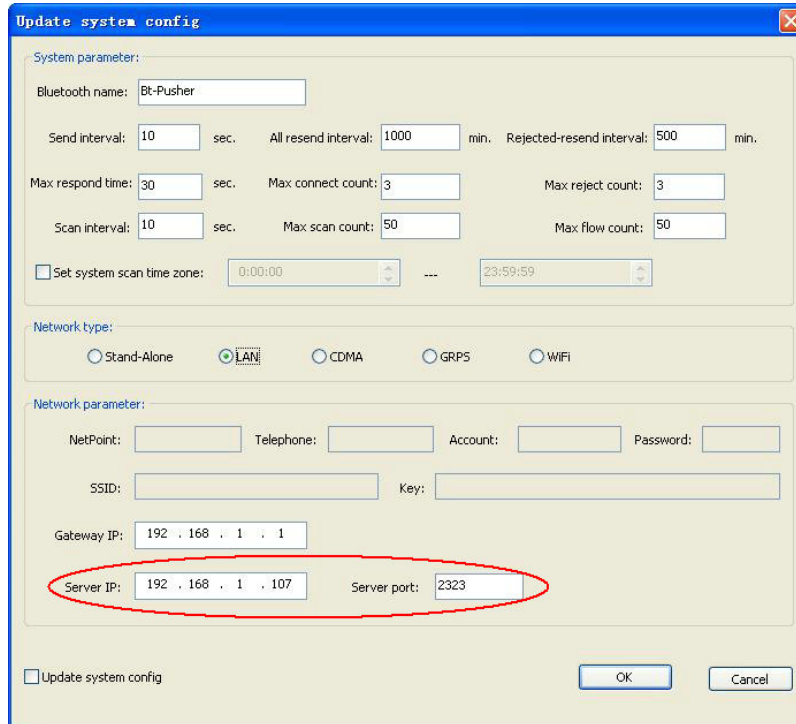


- (2) Second, fill in the number of devices you need to configure and network device name, as shown below:



Please refer to document “BtspConfig software User Guide” for more detailed operation

Note: The default server IP: 192.168.1.107, server port: 2323. If you use network management software **WiFiBTManagerServer** to manage BT-Pusher device, you need to modify the server IP, server port in network parameter. They must keep same with network management software **WiFiBTManagerServer** used. See network management software **WiFiBTManagerServer** installation directory under the config.ini file can know that it used network ports.



2: Use **BtspConfig** software to modify corresponding parameters or update file contents and make sure to save the results to a flash disk, then insert the flash disk into the relevant BT-Pusher Device's USB interface, the system will automatically set the device parameters, update file contents and download log file, modify blacklist and so on. as shown below



- (1) Flash disk inserted, [BT-Pusher](#) device's Top green light flashes once every half a

second, and middle green light will off,as shown below, indicates device being updated:



- (2) When top green led stop flashing, Middle green led will continue to flash again, indicating update has been completed, the system re-enter the normal working state, then you can unplug the Flash disk safely only this moment.



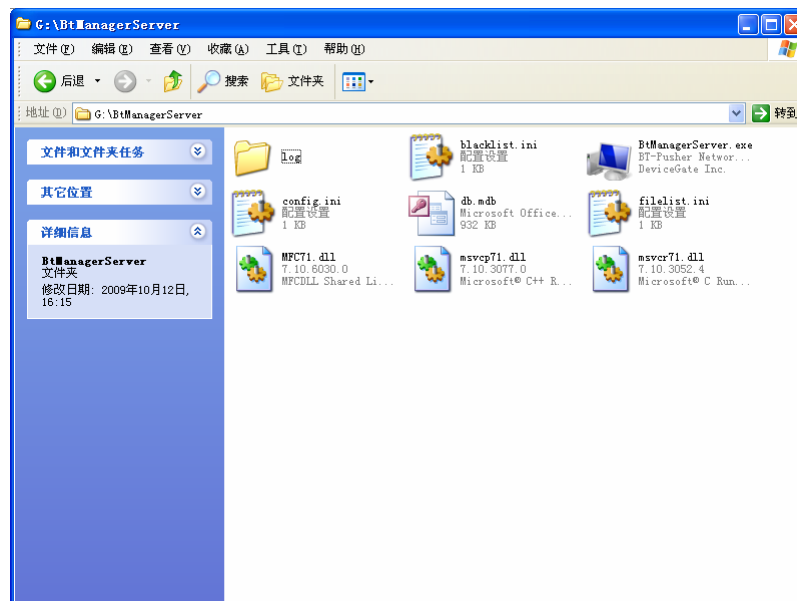
2.2.3 Network Remote management

Bluetooth advertising device [BT-Pusher](#) with network management capabilities ,it can be connected to the network, you can modify device configure,user blacklist,update files and download log files using **WiFiBTManagerServer** software.

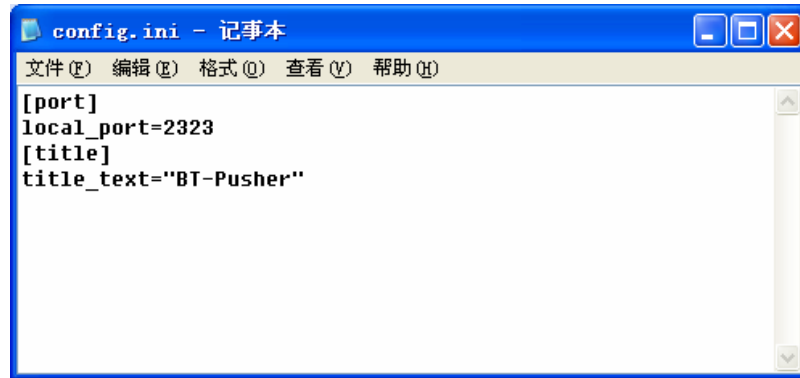
1. Please use network cable to connect network,as shown below:



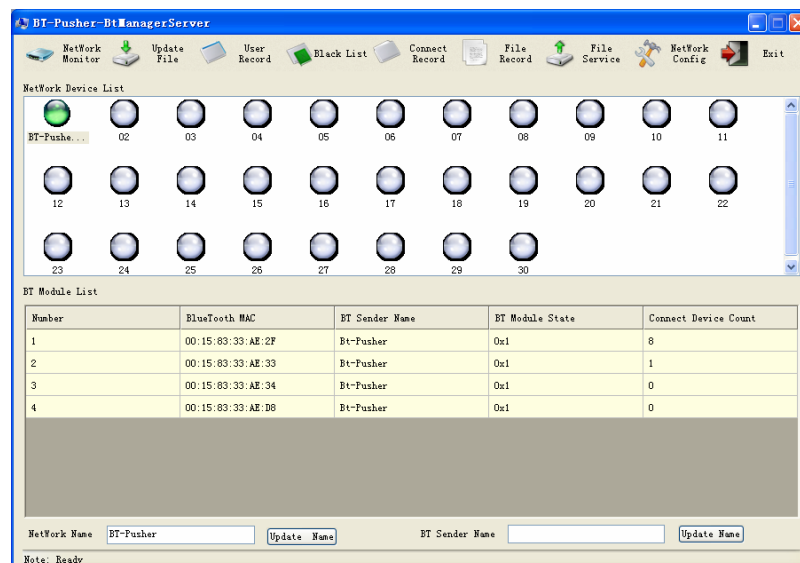
2. Entry **WiFiBTManagerServer** directory,as shown below:



3. Double-click to open config file, make sure the server port local_port with **BtspConfig** software settings are same , as shown below::



4. Double-click to open **WiFiBTManagerServer** software, and soon there is a device icon into a green, indicates [BT-Pusher](#) device is connected with **WiFiBTManagerServer** software, this time you can use **WiFiBTManagerserver** software to operate BT-Pusher device real-time. As shown below:



Please refer to “WiFiBTManagerServer Software User Guide.pdf” for more detailed operation

2.3 Installation Notes

1. Away from the high-temperature place.
2. To avoid direct sunlight.
3. Do not put damp places, to avoid the water.
4. Do not place other equipment above [BT-Pusher](#) device.
5. [Bt-Pusher](#) device should be installed in a well-ventilated place

3 Warranty Information

DeviceGate guarantees BT-Pusher products are free of defects for a period of 12 months from the date of purchase. This warranty is non-transferable and applies to the original purchaser. BT-Pusher products found to be defective will be replaced free of charge. Purchaser is responsible for all shipping costs. For returns and warranty claims, Purchaser must first obtain a return authorization number by sending an email to BT-Pusher@devicegate.com Returns or Warranty claims without a return authorization number will not be accepted.

Thank you for using BT-Pusher COMBI device!

Please visit our website

<http://www.BT-Pusher.com>

For more detailed