



BLUETOOTH MARKETING DEVICE

BT-Pusher STANDARD

USER GUIDE

Version 1.0.2



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1. Introduction

1.1 Overview

BT-Pusher BlueTooth Advertising System is a new generational advertisement and information transmitting marketing system, which is developed by DeviceGate Technology Co.,Ltd. BT-Pusher Bluetooth 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.



1.2 Function

- Auto search for Bluetooth devices
- Support for a variety of Bluetooth message transmission strategy
- 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(GPRS or WIFI)
- Blacklist function
- A variety of refuse retransmission mechanism


- Auto pair with mobile bluetooth devices(mainstream mobile models)
- Show the system working status using LCD
- Delivery of a wide range of information type: txt,gif,jpg,mp3,mp4,3gp,java games and so on
- Support up to 28 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 100 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, WIFI,GPRS and USB Local Management

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 STANDARD
Appearance	
Status indication	LCD status indication
Size	13cm(W)*14cm(L)*4.5cm(H)
Weight	600g
Power Input	110-240V (Battery optional)
Storage	Above 128M Byte, expanded to 1G Byte
Bluetooth type	ClassII or Class I
Simultaneous Connections	28
Usb interface	Yes
Ethernet	10/100 Ethernet
WIFI	Yes(Optional)
GPRS	Yes(Optional)
Abnormal automatic recovery function	NO
Management method	USB local Network remote GPRS (optional) WIFI(optional)

1.5 Package Contents

Each [BT-Pusher STANDARD](#) include:

- 1, A [BT-Pusher STANDARD](#) device



- 2, A adapter



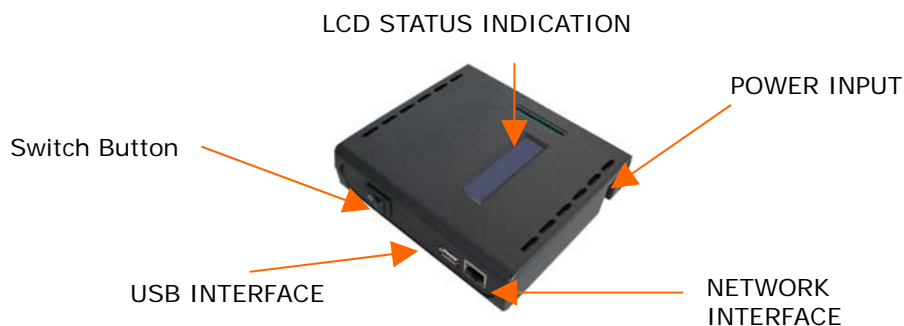
Optional Accessories:

- 1, 4800mAH Li-ion battery (size: 126cm(L)*81cm(W)*26cm(H))



2. Installation

2.1 BT-Pusher STANDARD interface specification



- **LCD:** Indicate the working status of the [BT-Pusher STANDARD](#) device
- **POWER INPUT:** DC 12V 1A power adapter
- **USB INTERFACE:** 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 LCD show a status described in section 2.2.2)
- **NETWORK INTERFACE :** Used to connect network, through the **BtManagerServer** 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 secure place, and Plug power adapter (DC 12V)

in the power interface,As shown below:

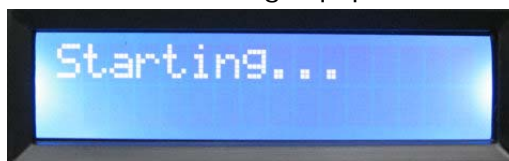


2. You can also use lithium battery-powered, as shown below:



3. After power-on, LCD will indicate the system status information, as follows:

- (1) Indicates Bluetooth Advertising Equipment that is starting



- (2) [BT-Pusher](#) device started to enter the normal work state



- (3) It will scan surrounding Bluetooth-enabled devices, and send relevant information to them



Then you will receive the [BT-Pusher](#) device's default information, if you want to change what is being sent, please use **BtspConfig** or **BTManagerServer** 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

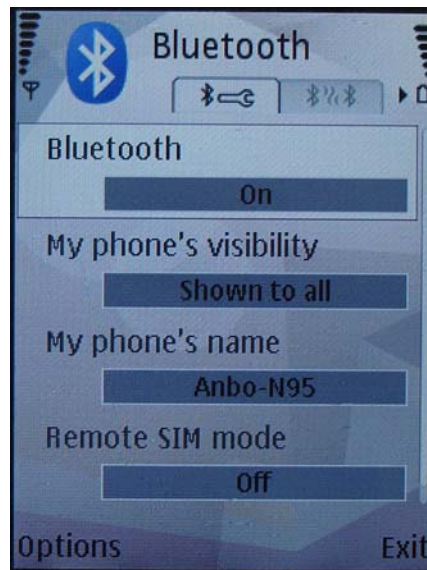
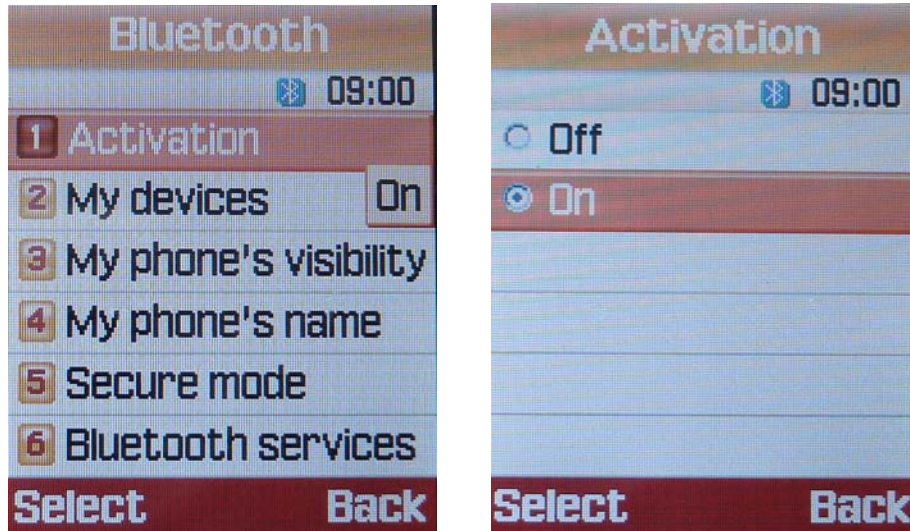


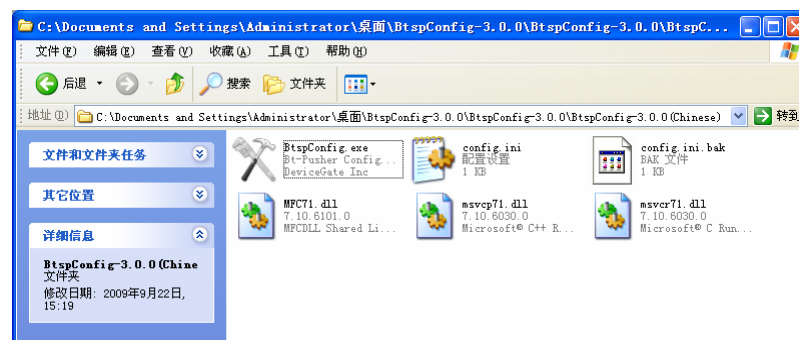
Figure 2



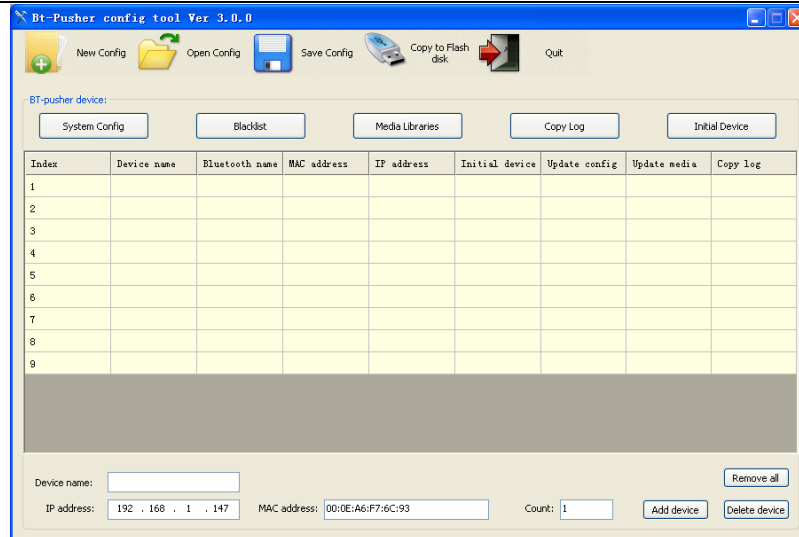
2.2.2 FLASH DISK Local Management

[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.

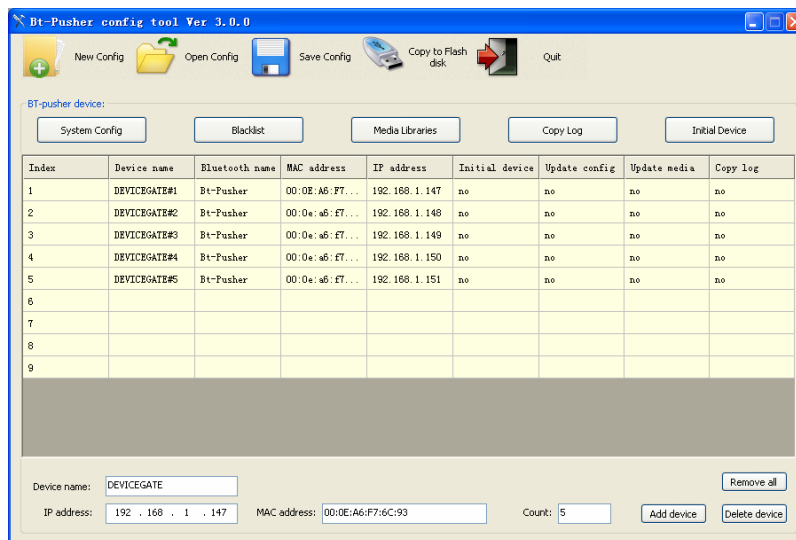
- 1: Need to use the **BtspConfig** configuration software for the relevant operation. **BtspConfig** software on **BtspConfig** directory:



- (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.



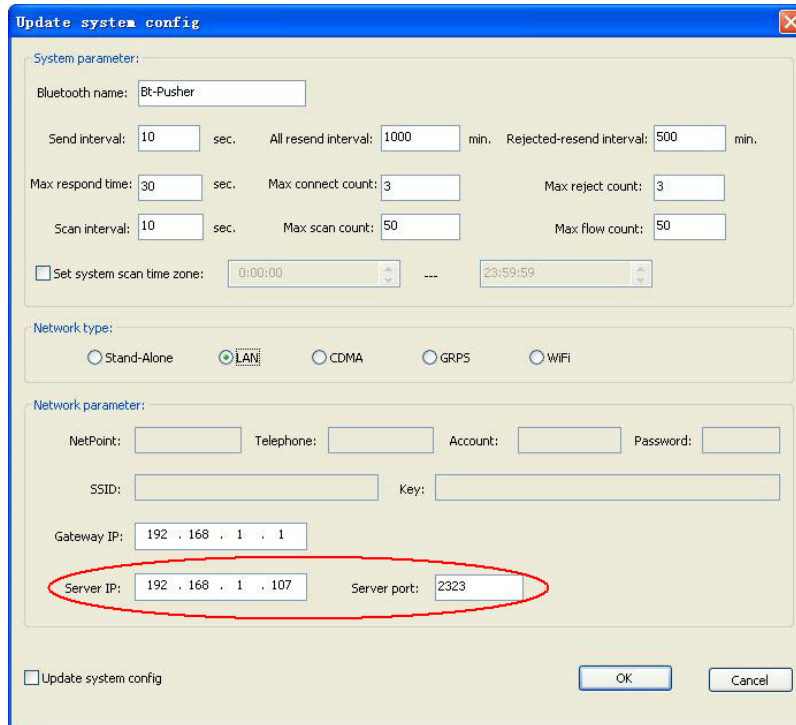
(2) Second, fill in the number of devices you need to configure and network device name, as shown below:



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 **BtManagerServer** to manage BT-Pusher device, you need to modify the server IP, server port in network parameter. They must keep same with network

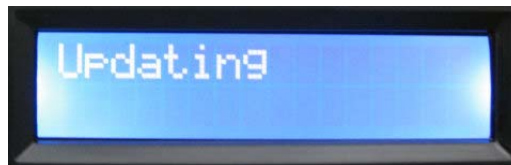
management software **BtManagerServer** used. See network management software **BtManagerServer** installation directory under the config.ini file can know that it used network ports.



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, LCD screen will be prompted to update the status information, as shown below, indicates device being updated:



- (2) Indicating update has been completed, the system re-enter the normal working state, only this time you can unplug the Flash disk.



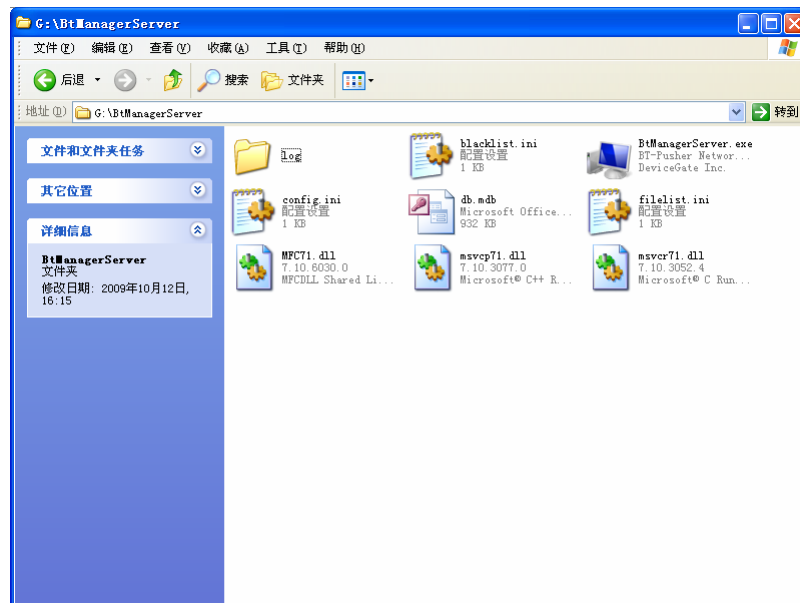
2.2.3 Network Remote management

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 **BTManagerServer** software.

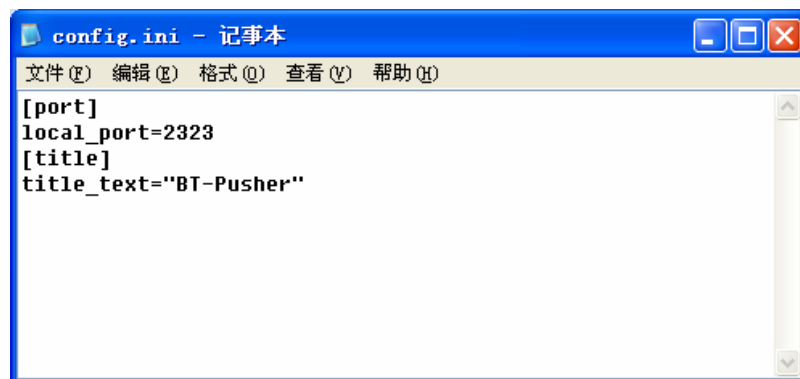
1. Please use network cable to connect network,as shown below:



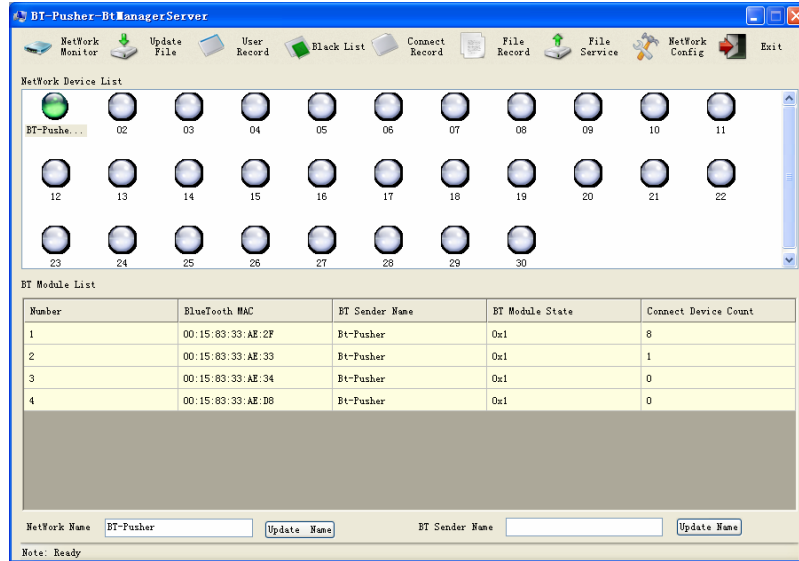
2. Entry **BTManagerServer** directory, as shown below:



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



Please refer to “**BTManagerServer 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 choosing BT-Pusher device!

Please visit our website

<http://www.bt-pusher.com/en>

For more detailed