



## FAQ

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# Magic Beamer

Proximity Marketing Bluetooth Solution

**Frequently Asked Questions**



## FAQ

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### **MagicBeamer – Bluetooth Marketing**

#### **GENERAL QUESTIONS CONCERNING...**

- ◆ MagicBeamer & Accessories
- ◆ The Demo-Version
- ◆ Data & Sending
- ◆ Technical Matters
- ◆ The Connection
- ◆ Other Matters
- ◆ Abbreviations

*Thank you for choosing BlueBlitz*

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## FAQ

### GENERAL QUESTIONS CONCERNING MAGICBEAMER & ACCESSORIES

#### **What is Bluetooth?**

Bluetooth is a technical standard and specification for speedy and simple wireless connections between digital devices, using short-range radio frequency.

#### **What is a Magic Beamer?**

With MagicBeamer you can transfer any information or advertisement to a mobile phone or PDA. It's even possible to sell products or create prize games! And all that 24/7, all year long and through walls and shopping windows. The transfer of the data is done with Bluetooth(TM) technology. Your advantage: no transfer fees of any kind! It doesn't matter, whether you reach 100 or 100.000 customers. No matter what information you offer for download, the transmission is always free unlike text messaging or snail mail. You will soon see that the MagicBeamer is an extremely effective marketing tool. All you pay is the order-price and you will get everything you need to inform, advertise and sell your products around the clock. No more expensive or ineffective scattered marketing!

With MagicBeamer you have your own little marketing department and reach customers where they always should be reachable; close to your business, ready to make the decision to purchase your service or product. MagicBeamer will be delivered complete and ready-to-go. Just plug it in and enter the files of your choice and your customers can use the MagicBeamer right away.

#### **In which edition is the MagicBeamer available?**

MagicBeamer black version (Professional Edition small) + one Bluetooth dongle (Reminder Service, 2 way messaging, surfing, upload and send, campaign manager)

MagicBeamer blue version (Professional Edition big) + four Bluetooth dongles (reminder service, 2 way messaging, surfing, upload and send, campaign manager, gives the possibility to connect a hub unit, all dongles send out equivalent messages)

MagicBeamer silver version (Professional Edition Multi Clients) + four Bluetooth dongles (reminder service, 2 way messaging, surfing, upload and send, campaign manager, many dongles, each can send out a different message, according to the individual company)

#### **What is a Bluetooth dongle?**

A dongle is a small device that is plugged into the beamer using USB ports. It sends messages from the Beamer to the customer via Bluetooth and reaches up to seven people at a time.

There are 3 different classes of Bluetooth dongles:

- |           |           |          |
|-----------|-----------|----------|
| - class 1 | 120 meter | 400 feet |
| - class 2 | 30 meter  | 99 feet  |
| - class 3 | 10 meter  | 33 feet  |



## FAQ

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**Why has the Black Version got 4 USB ports but only one dongle works at a time?**

The Black Box is designed to only function with one dongle thus a hub unit will not enable you to use more than one dongle. The other USB ports can be used to connect other devices or as an alternate dongle port.

**Why has the Blue Box got only 3 USB ports whilst many dongles work?**

You can either connect 3 dongles to the Blue Box directly or use a hub unit as a distributor which gives you the option to attach as many dongles as you wish.

**What is the difference between the Silver Version and the Blue Version?**

Both are comparable but the Silver Version gives you the possibility to tend individually to the requirements of different customers. Each dongle attached to the Silver Box is associated to different companies and can therefore transfer independent messages.

**What does the Enterprise Edition do?**

Enterprise Edition is a server. Its functionality is to manage, synchronize, and update large number of single units that belong to the same network of Magic Beamers. This means that you have the possibility to change the content of several MagicBeamers in different areas all in one move without needing to program each one separately.



## FAQ

### QUESTIONS CONCERNING THE DEMO VERSION

**Where can I download the Demo Version?**

<http://www.blueblitz.com/beforethedownload.htm>

**What is the difference between Demo and Full Version?**

The Demo is only a limited edition of the MagicBeamer to demonstrate its working method. It therefore does not have all the functions and only allows you to send files and use the 2-way messaging system, whilst the Full Version allows you to use every feature without any restrictions.

**What does the MagicBeamer (Full Version) package include? Is it ready to use?**

You will receive the MagicBeamer unit, the Bluetooth dongle, demo files, manual CD and Lan cables (for direct PC to MagicBeamer connection). After a few minutes of setup, the system is ready to use.

**The demo version keeps sending files. Where can I change that?**

The demo version is for demonstration purposes only and shows what the Magic Beamer can do. The full version enables you to control the sending of files completely. You will even be able to set timers and vary the messages throughout the day. The possibilities are endless.

### QUESTIONS CONCERNING DATA & SENDING

**Can I upload my own content and change my adjustments by myself or do I have to contact BlueBlitz in order to do so?**

You have full access to your MagicBeamer and can change anything you wish to change without any restrictions.

**How is the data stored? Is it protected?**

If you have the hard-disk version it is stored on the hard-disk (usually 40 GB). We also offer a backup inside the system.

**What kind of files can you send?**

Any type of files is supported by MagicBeamer. You just need to make sure that the phones will support the file you are trying to send. Some files supported are MP3, MP4, 3GP, JPG, TEXT, RINGTONES, GIF and SWF depending on the phone. Some phones would also support .xls, zip, doc, ppt, etc.

**How can I avoid that customers receive certain messages?**

The MagicBeamer offers you the possibility to create a "Exclude-List". This means that you can exclude any mobile phone and user from receiving all or certain messages.



## FAQ

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**My prepaid card is empty or not valid anymore. Can I still send or receive voicemails, text messages, videos or BMS from the MagicBeamer?**

Yes, BMS is free. The card can be completely empty, but as long as the mobile phone does have Bluetooth you can send and receive any suitable file.

**Are all files suitable for all mobile phones?**

Not all the files are suitable for mobile phones. It will depend on the manufacturer, the model and the year in which it was made. Please check with your mobile phone manual.

**Is there a maximum file size?**

Not for the MagicBeamer, however it depends on the phone and what is the storage capacity.

**What happens if a customer does not accept the file?**

Our system is a PBS (Permission Based Service), therefore the customer has always the right to deny the files.

**Is there a limit of messages you can send?**

No. However, please make sure not to overload your customers with messages.

**How much does the mobile phone user (end user) have to pay to receive a message or send a message to/from MagicBeamer?**

Nothing. The transfer of data is done over Bluetooth Technology and therefore is free.

### QUESTIONS CONCERNING TECHNICAL MATTERS

**Can you limit the area in which the MagicBeamer is operating ?**

Yes, through creating restrictions directly on your Bluetooth dongle you can limit the operating area of the MagicBeamer. You can also use class 2 or class 3 dongles.

**How can I monitor/manage a MagicBeamer from my office?**

You could manage your MagicBeamer by using remote-access via any internet-connected computer. This connection could be established by LAN, ISDN, DSL, Wireless LAN (additional cost), Bluetooth, GSM, GPRS, UMTS. If you have a large number of Magic Beamers the Enterprise Version helps you synchronize them.

**Can I remotely access the MagicBeamer?**

Yes, using our network functions. (LAN, DSL, ISDN, Bluetooth, Wireless LAN, GSM, GPRS, UMTS) – from your PC/Laptop, PDA and even your mobile phone.

**What kind of electricity does the MagicBeamer need?**

100V - 240V, 12V (cigarette lighter) or a 12V battery (lead-acid)

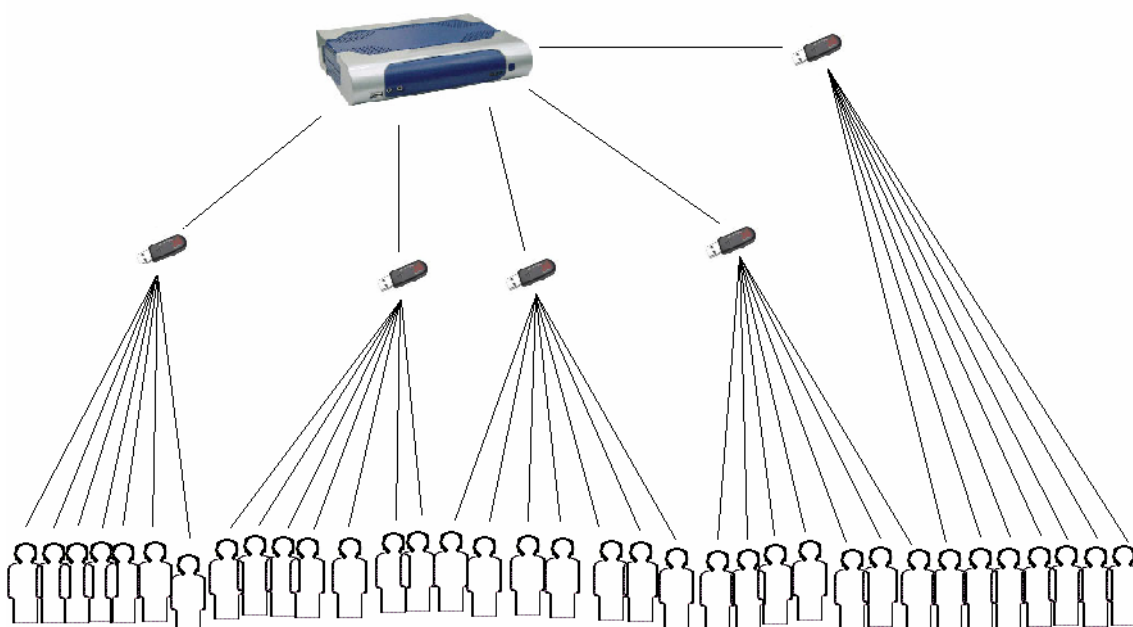
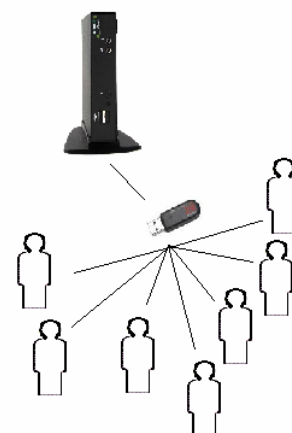
**What is the range of Bluetooth stick/dongle?**

120m or 400 ft / Bluetooth Class 1. The dongle is provided by BlueBlitz. The range of some Dongles can be amplified up to 4 kilometers in which a communication is possible, depending on the strength of your mobile phone and further equipment.

## FAQ

### **How many mobile phones can the MagicBeamer reach at the same time?**

It depends on how many Bluetooth sticks are connected to the MagicBeamer. Each dongle can reach up to 7 phones at the same time.



### **How can I upload content?**

Using a PC/Laptop, PDA, over a network or over the internet or by GSM, Bluetooth or USB Stick.

### **Does it work with 2G, 2.5G and 3G phones?**

The main criteria is that the phone must have Bluetooth.

### **What does the mobile phone require for the MagicBeamer to work?**

The phone needs Bluetooth to receive and send files to the MagicBeamer. It does not require any special software or application installed on the phone in order to receive information.

### **Do you need to have a JAVA enabled phone?**

No. It is not necessary to have a JAVA enabled phone – there is no need to install Java software on your phone to communicate with MagicBeamer. But if you would like to send personalized games or customized applications to your customers, you would require JAVA on your customers' phones. And you will need Java browser to browse the internet using MagicBeamer.



## FAQ

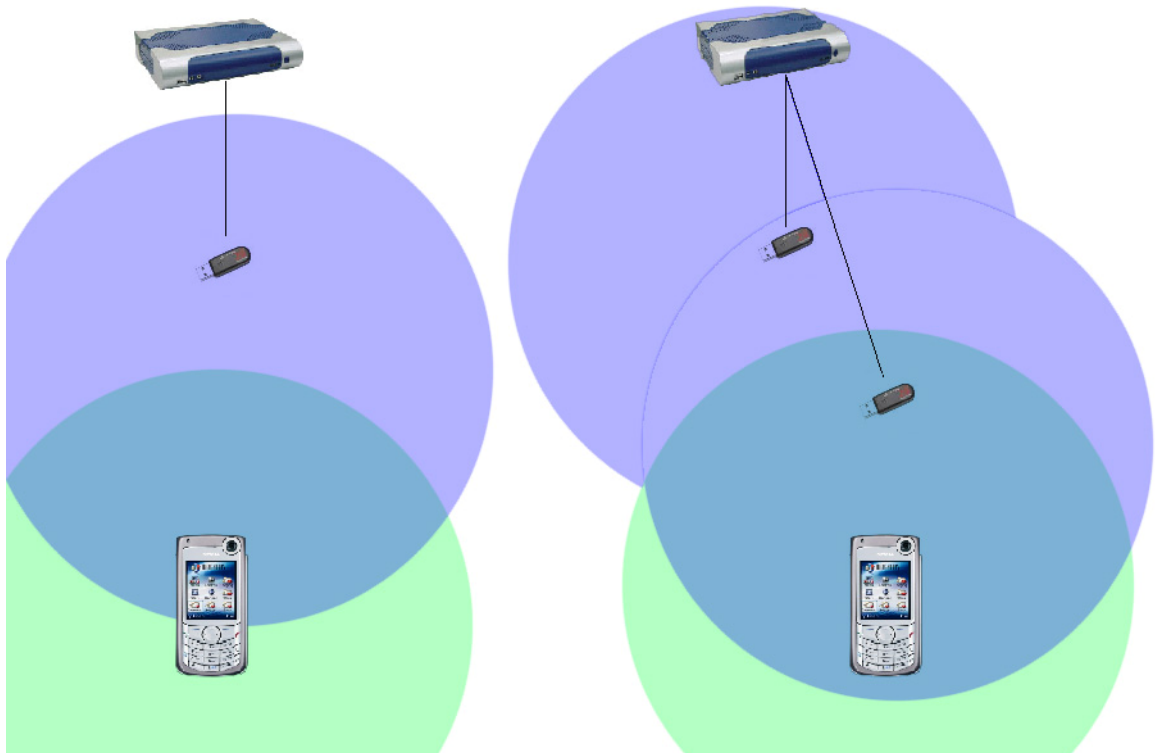
### **What is the difference between SMS and BMS (BlueBlitz Messaging Service)?**

Short Message System is offered by Telecom providers and have a cost included to send or receive files. BlueBlitz Messaging System the transfer is absolutely free of cost.

### **My Dongle is Class 1 (120m) but I cannot reach any mobile phones further than 30m-40m away.**

This is because the Bluetooth Chip in most mobile phones is not strong enough for the transfer (Class 2 or 3) – especially with old mobile phones - which does not make it possible for the phone to send an answer to the Box. This answer, however, is needed to build a communication/interaction.

Remedy: Use an USB cable to amplify the range.





## FAQ

### **What is the BMS advantage over bulk SMS or MMS?**

SMS and MMS are considered spam in some countries (not permission based service), and have the disadvantage that they can't include pictures (SMS). While MMS can include multimedia files, they are usually very expensive and not supported by all mobile phones or networks. Another problem faced by SMS/MMS is that they don't recognize the location of the customer (LBS=Location Based Services), therefore can't send location-based information. BMS is a Permission Based Service, where the customer has the option to decline or accept the message. If the message is accepted, the chances of being read are 99.9%. By using BMS, you know exactly where your customer is, therefore you send special promotions or last minute offers. Last but not least, BMS transfer is free.

### **Do I need to have GPRS of my cell phone turned on?**

No, it is not necessary to use GPRS to receive BMS (BlueBlitz Messaging System).

### **Is there a need of monitor, keyboard and mouse?**

No, it can work without – via a network. However you can always attach a monitor or a keyboard via USB ports for testing.

### **What are the measurements of the MagicBeamer?**

MagicBeamer black version (Professional Edition small) – 0.6 kg; 3/13/14cm  
MagicBeamer blue version (Professional Edition big) – 1.35 kg; 4/17/23cm  
MagicBeamer silver version (Professional Edition Multi Clients) – 2.5kg; 7/20/25cm  
Enterprise Edition – 4.3 kg; 17/20/29cm  
[Technical specifications are subject to change]

### **Is it password protected?**

Yes, you may set a password when you are connected to the internet to avoid misuse. Please make sure to set the administrator password through which you can also deactivate some functions.

### **Does it support interactive applications?**

Yes, it does support interactive applications.

### **Can the mobile phones communicate with the MagicBeamer?**

Yes, users can use the 2-way Messaging System, send pictures and forward them to a specific email id (Upload & Send), or browse internet over the MagicBeamer.

### **How does the 2 way messaging work?**

Send interactive requests or queries with a mobile phone or a PDA. Use a keyword via Bluetooth and MagicBeamer will send you a free answer in form of a text message, picture, MP3, movie or software.  
Please consult our manual for [detailed](#) information.

### **Can the MagicBeamer be linked to another system or program? i.e. billing?**

Yes, we have our own API, however you can also use one of our developed systems or we would be happy to develop one especially for you.



## FAQ

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### **On what platform does the system run?**

The system runs on Linux. We have our own operating system, making it more stable and easy to add functions, which is all inclusive. However it does not matter whether you use Linux or something else. The MagicBeamer will run on any system which has an Internet Explorer to access the Beamer.

### **How does the Magic Reminder work?**

Please consult our manual for detailed information.

### **How do I generate a report?**

Please consult our manual for detailed information.

### **How does the timing function work?**

Please consult our manual for detailed information.

### **How does the game function work?**

Please consult our manual for detailed information.

## **QUESTIONS CONCERNING THE CONNECTION**

### **How can I connect using ISDN?**

Make sure your MagicBeamer version has the right ISDN card included, and you would also need the information provided by your ISP before you try to setup the internet connection.

### **How can I connect using GSM/GPRS or UMTS?**

Please refer to the manual. A SIM card is a necessity, though.

### **How can I connect using DSL?**

Please refer to the manual. However the most important things you need to know about this are the user name and password provided by your ISP, as well as your IP address.

### **Can I connect using my PDA?**

Yes, you can use your PDA to access and control Magic Beamers on the go. The exact steps are on the manual.

### **What is the connection speed?**

Pro version: EDR2.0 up to 2.1MB per sec. Run multiple simultaneous Bluetooth connections.

### **Do you need any connection to the local telecom providers?**

No, there is no need to be connected to Telecom Providers. The message comes from MagicBeamer not from the Telcos network.



## FAQ

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### **What does a customer have to do to connect to internet with his mobile or to browse through the MagicBeamer?**

Please consult our manual for detailed information.

### **QUESTIONS CONCERNING OTHER MATTERS**

#### **Do you sell the software separately or with the hardware?**

We only offer the complete solution: hardware and software in one package, ready to use. You can choose between the 3 different Pro Versions: the small, the big and the multi client or the enterprise edition, which will be able to manage your network centrally.

#### **Do I need a license to broadcast over MagicBeamer?**

Always make sure of your local laws and if there is a requirement for a special license before you order. You are the sole responsible if there is any legal action or prosecution in your country.

#### **How can I order a MagicBeamer?**

Visit <http://www.blueblitz.com/shop.htm> and fill in the order form.

You can either transfer the amount to our account or use Paypal.

You will then get a confirmation mail and after having received the money we will immediately send the Magic Beamer which will reach you within one day.

#### **What is the Mobile WAP Gateway (GSM, GPRS, UMTS)?**

Every time when a mobile phone or PDA is accessing or uploading data such as text files, emails, MMS, ring tones, MP3s or movies a Mobile Gateway is being used. Companies, which have a need for the fastest communication available also use Mobile Gateways to let employees access emails or inform them, while they are traveling or outside the office. Mobile phones and PDAs usually access gateways of telecom providers. However, if a company needs a secure, fast and inexpensive connection, the company has to install a private Mobile Gateway. The Mobile Gateway will be integrated directly into the existing telecommunication and internet-infrastructure. Afterwards, all employees or predefined member groups can directly access their company's intranet and down- or upload files of any kind.

- The highest possible security: No data sent over public networks, all data automatically encrypted
- Very fast transmission speeds: optimized software makes the fastest possible connections
- Less expensive than the competition: Special company rates create a very inexpensive networking experience
- Personalized content with optimized design for mobile phones and PDAs: only using a private Mobile Gateway empowers companies to identify users/user groups and deliver them with content that fits their profile, demands and mobile phone type. Last, but not least, the business is able to distribute different access rights to every individual.



## FAQ

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The Mobile Gateway can be used with the standard GSM and GPRS networks, as well as with high speed UMTS. The newest version of WTLS guarantees a highly secure environment.

- Banks use Mobile Gateways to offer their customers a variety of mobile banking services and mobile entertainment services.
- Airlines can use Mobile Gateways to offer their customers in-flight internet and email on their own - mobile phone.
- Car manufacturers will integrate a Mobile Gateway connected to the navigation system to create intelligent cars, able to provide drivers with constantly updated information on weather, traffic or news. Not only can businesses update the information on all cars and vehicles with one-click, but they can also update the actual car-software from afar! This means that running car-software can get bug fixes and updates. Moreover can the car manufacturer actually upload new programs onto any car within an instant.
- Mobile Entertainment Reseller can realize their business models to sell mobile games, ring tones and logos.

### **What is Website Mobilizer?**

The Website Mobilizer has been created to help any business go mobile. The philosophy behind the Website Mobilizer and all its different tools and applications is simple:

Turn any regular website into a mobile website

With that in mind, BlueBlitz has created the website mobilizer. Any business which has a website will soon need a mobile homepage as well.

Here are a few fast facts on what the Website Mobilizer offers:

- Create your own mobile website in a few minutes
- Offer your customers a preview of your mobile site (Mobile Browser / Emulator)
- Program your customers mobile phone automatically, so your mobile website becomes their starting page
- Online Based Application: Change your mobile content online with any Internet-PC.

Choose freely from the following modules to create your mobile site. Encourage customer to visit and come back:

- Enhance your site with the newest mobile games (Java and WAP)
- Create your own quizzes
- Ask your customers for their opinion with the voting tool.
- Offer news, horoscopes and mobile broadcasts to keep your customers and your site up to date.
- Enable your customer to download mobile learning programs and learn something new anywhere and anytime.
- Productainment: Create a presentation, game or quiz to introduce your products to your customers, while entertaining them at the same time.
- Support your customers daily planning with the mobile office tool
- Sell your services and products with the mobile shop.
- Offer a shop locator tool for your customers to download, so they always find the closest branch of your business.
- Start your own mobile community: offer your customers a community with games, edutainment, mobile office, quizzes and messaging functions



## FAQ

### ABBREVIATIONS

2G, 2.5G, 3G	2 <sup>nd</sup> or 3 <sup>rd</sup> generation ( <a href="http://en.wikipedia.org/wiki/2G">http://en.wikipedia.org/wiki/2G</a> )
API	<i>application programming interface</i>
BMS	BlueBlitz Messaging Service
DSL	Digital Subscriber Line
EDR 2.0	European Drawer Rack
GPRS	General Packet Radio Service
GSM	Global System for Mobile Communications
IP Address	An IP address (Internet Protocol address) is a unique number that devices use to identify and communicate with each other on a computer network.
ISDN	Integrated Services Digital Network (64 KB/s)
ISP	An internet service provider is a business or organization that offers users access to the Internet and related services.
LAN	A Local Area Network is a computer network covering a small local area (WLAN = Wireless LAN)
MMS	Multimedia Messaging Service is a standard for a telephony messaging systems that allow sending messages that includes multimedia objects (images, audio, video, rich text)
PDA	Personal digital assistants are handheld devices designed as personal organizers
SMS	Short Message Service is a service available mobile phones that permits the sending of short messages
UMTS	Universal Mobile Telecommunications System (3G)
USB	Universal Serial Bus
WAP	Wireless Application Protocol is an open international standard for applications that use wireless communication enabling access to the internet from a mobile phone or PDA.
WTLS	Wireless Transport Layer Security (WTLS) is a component in the WAP protocol stack

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