

Demo Version Manual 4.4

Thank you for your interest in our products - You made the right choice!
Please note that this version is a demo-version and only has limited functions. If you are interested in the fully-functional version, please visit www.BlueBlitz.com .

In case you have any problems with the installation of this demo-version on a CD-ROM, you can also purchase our demo package which includes the software and a Bluetooth Dongle. The full price of the demo-version will be deducted from the price of the full version, if you purchase the full version at a later time.

IMPORTANT: For the use of the Magic Beamer Software you will need a functional Bluetooth Dongle/ Bluetooth Stick. This Dongle or Stick can be purchased at www.BlueBlitz.com or in any electronics store of your choice. BlueBlitz only offers Class1 hardware (best quality, reach area of max. 330ft/100meters). In the near future, Bluetooth Sticks will be able to reach as far as 1300ft/400meters.

Before turning on the MagicBeamer please check if the use of such a program is legal in your country. You are solely responsible for the use and contents of the MagicBeamer.

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Mobile Marketing

BlueBlitz Mobile Marketing

BlueBlitz offers a complete array of module-based business software products for the entire mobile communications market. BlueBlitz is a company specialized in software solutions for mobile commerce, mobile marketing, mobile entertainment and mobile consulting. Our company provides online-based solutions for easy management and updating, as well as software-only solutions and hardware-included solutions, such as complete kiosk systems.

BlueBlitz MagicBeamer - The MagicBeamer, is also a Bluetooth and WLAN-Hotspot which is low cost, maintenance free, highly efficient and highly secure.

With Magic Beamer, any business can start, run and customize their own mobile advertising campaign. The hotspot creates a back and forth messaging environment, which enables any customer to download and upload any kind of mobile compatible file such as text files, MP3s, Movies, Company logo etc. This can be offered completely free or for a fee set by the business.

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.

Just see it yourself with the costs of text messaging or snail mail and you will soon see that the MagicBeamer is not only an extremely effective marketing tool, but also much cheaper. 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.

Possible solutions for your business

Restaurants and Bars

Automatically send your customers the daily lunch menu. Convince your customers to eat at your place when they are still outside.

Send information of your products to people passing by. Send your customers and potential customers text messages, pictures, MP3s or videos. Excite your customers with special offers, introductions of new products or services.

See-and-Download

With this service your customers can download any prepared information, if they see a product/service they are interested in.

The transmission of the data works with Bluetooth through shopping windows and walls 24 hours each day. MagicBeamer enables you to offer your customers any catalogs or brochures, registering for a last minute trip to Hawaii or simply leave their contact data and all of it after the stores are closed.

Fairs / Exhibitions

Make the customers aware of your products while they are walking by. Offer something creative and innovative. Inform your customers about any special events during the exhibition.

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Installation



Installation of the MagicBeamer Demo Version on a CD-ROM

After downloading the MagicBeamer Software you are only a few steps away of enjoying this product. First, you need to burn the software on a CD-ROM. Here's a short description of the necessary steps for this with the popular CD-burning software NERO:

PLEASE SAVE THE FILE **MagicBeamer.exe** TO YOUR PC. This will install the software to the folder named **Programms\BlueBlitz** And the folder contains the file named **ccbtdemo.iso**.

Now please open the CD burning software. (We recommend using NERO Burning software, if you do not have it please go to www.download.com or www.cnet.com and download the trial version)

1. Please run the Nero burning Software.
2. Please select the last option DISC Image or Saved Project.
3. Now you need to select first. Files of Type: Select Image (*.nrg, *.iso, *.cue)
4. And then go to the folder named **Programms\BlueBlitz** it will show the file **ccbtdemo.iso**. Select this file and click on open.
5. Please click next here to burn the CD. The CD burning process will start and once you see the message "Burn process completed successfully" the CD is burned. Click OK and click next to get the CD out of the CD Tray.
6. Once the CD burning process completed, please insert the CD in the CD-Drive and restart the system with the CD-Drive as a first boot drive, with the "Boot from the CD" option.
7. After rebooting please insert your Bluetooth dongle (stick) in the USB port.
8. The system will recognize your dongle, and it will show its unique ID. Seconds later you will receive a message on your phone "Would you like to receive a file from ccbtdemo?". Press **yes**, and you will receive a message from MagicBeamer.

The product recognizes new Bluetooth devices (Cell phones, PDAs, Laptops with Bluetooth etc.) and sends information automatically. This could be any file, a picture, a promotion program or even a movie. You could run your marketing campaigns much more efficiently, by contacting your customers directly where you want them, close to your business.

Starting the Software

Starting the MagicBeamer Software

To start the software please put the MagicBeamer CD-ROM into the right drive on your computer (please do not use your laptop/notebook) and reboot the system. Please make sure that the computer is first accessing the CD-drive when booting, so the program will directly run from CD without starting Windows!

The MagicBeamer software will NOT be saved on your hard drive. Your operating system (i.e. Windows) will not be used or touched during the whole process. The complete MagicBeamer Demo Software only needs your RAM and no hard drive. If you restart the system, please do not forget to remove the Bluetooth stick and put it back again.

After your PC has been started by the CD-ROM and your MagicBeamer software is running put the Bluetooth Dongle into the USB-connection. After that you will be receiving different demo files, such as text, pictures, programs and videos on any Bluetooth mobile within the reach of the system. The full version of the MagicBeamer offers many more options. For example you can choose your system name, you can change the number of sent messages, you can set a timer for reminder functions, you can program what files to send and when, you can browse on internet for free, etc.

Every time when the MagicBeamer has recognized a mobile phone within its reach, you will hear a short beep to inform you.

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Functions

Functions of the Demo Version

The Demo Version has 4 main features:

- 1: Beamer Function: Automatically send content to Bluetooth mobiles within a 100meter radius.
- 2: Two-Way Messaging: Request files by sending a keyword
- 3: MagicReminder
- 4: Game Function
- 5: Recognize my mobile - Function

Beamer Function

1. Beamer Function

Shortly after the MagicBeamer is running, all Bluetooth mobiles within the 100meter radius will receive demo content. The MagicBeamer automatically chooses its file, in order for you to get a demonstration of its power and great features. You will receive files of all kinds, such as text, image, JAVA-programs and videos.

Please note that only Bluetooth-activated mobiles will be able to receive any messages from the MagicBeamer. Furthermore, some cell phones have a feature which enables them to be "invisible" to other Bluetooth devices, although they are Bluetooth-enabled. Please make sure that this feature is NOT activated either. The included Bluetooth Dongle in the demo package has a reach of approx. 330ft/100mt.

For testing purposes you can upload your own files and let the MagicBeamer automatically send them to any device.

TwoWayMessaging



2. TwoWay Messaging

Requesting of prepared files with a cell phone: A great feature of the MagicBeamer is its ability to offer your clients the chance to get prepared files. These files can be requested by any Bluetooth-enabled mobile phone and will then be sent to that mobile within a few moments. This is called "Two-Way Messaging".

If you send a directory name to the MagicBeamer you will receive a randomly picked file from that directory.

Generate keyword: Create a new vCard (also called business card or simply phone contact). In the name field, put the file name of the file you would like to request. For example instead of creating a new phone contact named Steve with the phone number 123 456 789, you create a phone contact with the name "video1" and leave the phone number empty. After this contact is created, you can send it to the MagicBeamer via Bluetooth. If you accidentally send a contact with a wrong name, you will receive the regular help file (in text format). The following files and directories are available in this demo version:

Some possible directories are:

image - Return an image
jar - Return a java application
video - Return a video
menu - Get current menu
reboot - Reboots the system

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Functions

Some possible keywords are:

help – Text file
CocaCola – Video file
Cake - Special offer picture
Hamburger – Barcode image
TravelGuide - Java Program
checkcom - vCard of CheckCom
MegaSale – Magic Reminder
reboot - Reboot the MagicBeamer system
btdev - Recognizes what type and brand of mobile is being used
btdevimg – Sends an image fit to the screen of your device

Reminder Tool

3. MagicReminder Tool

The "Magic Reminder" enables any business to send coupons, special sales, last-minute offers or any time-sensitive information to a customer and remind them later on. Any business can install and create the BlueBlitz Magic Beamer hotspot in minutes and can use it worldwide.

Karl Wendy, PR manager of BlueBlitz.com says: "Imagine being able to distribute coupons and infos to your customers mobile phones for free. Better yet; imagine doing that AND being able to remind them automatically 1 week or 1 month later when you have a special sale. This product speaks for itself. Location- and permission based services are the future." Wendy also mentions: "The Magic Reminder is actually the newest update of the entire BlueBlitz Magic Beamer system. However, the systems marketing value rises tenfold after this addition, because now businesses can remind their customers about special offers later on."

Mobility: The Magic Reminder can inform AND remind. Anywhere. The BlueBlitz hotspot system has been optimized to even fit in Mini-PCs. Possibilities are hotspots behind an advertising board, in a shop window, in a stairway or elevator. The Magic Beamer can also be used in moving vehicles, such as busses, cars, fair stands, airplanes or trains if powered by a battery.

The campaign management tool: The detailed reporting tool empowers a business to get valuable data on how many customers are using the services, what the customers are requesting most, coordination of sales across stores simultaneously and more. The Magic Reminder is free of spam: Customers can deny or delete the message at any moment.

Another advantage is the truly location-based service which Magic Reminder provides. Unlike with some SMS solutions, the customers must be at the point of sale, right where the business wants them to be.

Game Tool

4. Game Tool

The Game Tool enables any business to create and run mobile games by sending coupons with winning information.

5. Recognize my mobile – Function

This function demonstrates that the Magic Beamer can identify different types and brands of mobiles. Simply send a vCard with btdev (in the name field) and you will receive a text message. Please note: BlueBlitz cannot guarantee for every mobile to be recognized, since many types and brands vary from region to region and some may not yet be in our database.

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Features

Features of the full version of the MagicBeamer

The demo version of the MagicBeamer only offers a limited number of features. The fully-functional version includes many more features such as:

- Beamer function.
Automatically send files to every mobile in the area
- Permission-based.
Magic Beamer only sends messages to mobile phones if the customers are accepting transmission. Spam-free!
- Identify different handsets.
Optimize files according to mobile phone types.
- Send content fit-to-screen.
Send customized solutions for different handset types automatically.
- 2-way interaction.
Empower customers to download any file on request.
- Timer Function.
You can send specific ads for lunch or dinner time, or peak hours at your spot.
- Magic Reminder.
Send reminders to any mobile phone calendar! Remind your customers automatically about your next sale, auction etc.
- Game Function.
The real interactive experience for your store. Organize events and gaming contests at your location.
- True location-based marketing.
Bluetooth ads in form of text, picture, ringtones, videos, games, etc. right at the point of sales.
- Easy to use.
Magic Beamer does not require a special software on the phone in order to work.
- Remote control.
Control any server, application or program even with your mobile or PDA.
- Report tool.
Get a detailed report on how many customers are using your services and what they are downloading.
- Mobile Learning.
Encourage customers or students to download customizable mobile eLearning programs to their mobile.

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Features

Some features of the full version of the MagicBeamer

The demo version of the MagicBeamer only offers a limited number of features. The fully-functional version includes many more features such as:

- Auto sync function
For Magic Beamer Networks: Automatically synch all your Magic Beamers with the push of one button.
- WLan
Magic Beamer is fully compatible with Wireless Lan.
- Network Access.
Access any Magic Beamer directly over your companies network
- Hotspot
Offer internet access to your customers or your employees for mobiles, PDAs and Laptops over Bluetooth and Wireless Lan.
- Random Function
Send out random files to your customers to keep them entertained.
- Email it!
Let your customers make pictures, voice or videos and email them over the Magic Beamer for free!
- On the road.
Take the Magic Beamer with you on the road. Plug it into your car and you are ready to go.
- Reporting Tool
Get detailed stats of all actions: who, when, with whom. Plan and supervise the success of your mobile campaign.
- Personalized Messaging
Send personalized messages dependent on user and location based on a profile.
- User-Database
Send different messages to the same user, depending on behavior and interaction
- Video Streaming
Offer your customers the newest videos in real-time.
- Mobile Movie converter.
Make any movie mobile in seconds. Minimize transmission times and convert any movie-file to a format that will play on your customers mobile.
- Music to Ringtone function.
Create ring-tones from scratch or music samples. Empower your customers to download free ring-tones and entertain them with your own sound charts.
Convert any music, jingle or sound-file to mobile formats.

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FAQ

How can I burn the software on a CD-ROM?

We recommend NERO BURNING ROM. However, you can use any CD-burner software which is capable to create "ISO IMAGES" (i.e. a bootable CD-ROM).

Where can I buy a Bluetooth Stick / Bluetooth Dongle?

You can buy this at www.BlueBlitz.com or any computer electronics store. We recommend a Class1-Bluetooth Dongle with a reach of 330ft / 100meters.

Where can I buy the Demo Package with a Bluetooth Dongle?

You can purchase the Demo Package at www.BlueBlitz.com for only \$75. The price of the demo version will be deducted from the full versions price, if you decide to buy the full version later.

My PC is not booting the CD first. What do I have to do?

Please check your BIOS. During the booting process the CD drive has to be accessed BEFORE the hard drive. We recommend to use your PC and not a Laptop.

Which mobiles work with the MagicBeamer Demo Version?

Our software supports all available Bluetooth-enabled mobiles, PDAs and laptop computers. Unfortunately, a few manufacturers have not complied with all Bluetooth-standards which means in some cases the MagicBeamer might have problems with communicating with such mobile phones.

Some mobile phones do not receive a message or do not show the contents correctly.

Why?

Mobile phones have a different Bluetooth-reach than the MagicBeamer. If a mobile user is travelling too quickly (away from the MagicBeamer), the MagicBeamer might have some minor problems with the communication. Also, some mobiles can't read text files (.txt), show videos, play sounds etc. These are problems related to the mobile phones, not the MagicBeamer.

Which type of files can I send with the MagicBeamer?

You can send any type of file. However, please note that some mobile phones have a limited capacity of what they can receive.

Can I upload some of my files for testing purposes?

Yes.

After restart the Software doesn't work?

Please remove the Bluetooth stick/dongle. Restart the system and place the stick back into the USB port.

How can I request specific files with the MagicBeamer?

Send a keyword to the MagicBeamer and then you will receive the file with that name.

For what can I use the MagicBeamer?

The possibilities are endless. The MagicBeamer is already in use in the US, Europe, the Middle East, Asia, Australia, Africa and South America. A long list of possible uses can be downloaded at - www.blueblitz.com/download.htm

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BlueBlitz

MagicBeamer will be delivered complete and ready-to-go. Just plug it in and enter the files of your choosing and your customers can use the MagicBeamer right away.

Where can I buy the full version?

You can buy a fully functional version of the MagicBeamer at www.BlueBlitz.com.

Where can I get more information about the MagicBeamer?

For more information please visit www.BlueBlitz.com. For interesting downloads and information please go to - www.blueblitz.com/download.htm

I would like to contact the BlueBlitz team by phone

You can always reach us at info@blueblitz.com by email. If you would like to speak to a representative please dial 00 49 6174 2032 920 (Main Office Europe). Or fax to 0049 6174 2032 930 (Main Office Europe)

Demo Version Restrictions

Please note that this is just a demo version.

To find out more about the Professional and Business Edition please go to <http://www.blueblitz.com/magicbeamer.pps>

To find out how does the system work: <http://www.blueblitz.com/mob3.swf>

If you have any queries or further comments please send them to: info@blueblitz.com

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