



# BLUEBROADCASTER iSENDER

## User Guide



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# Bluetooth Marketing

## How it works

**Device Detection.** The iSender scans for nearby Bluetooth enabled devices located up to 200 meters (660 feet) away, actual distance is dependant on exterior conditions and the target mobile type.

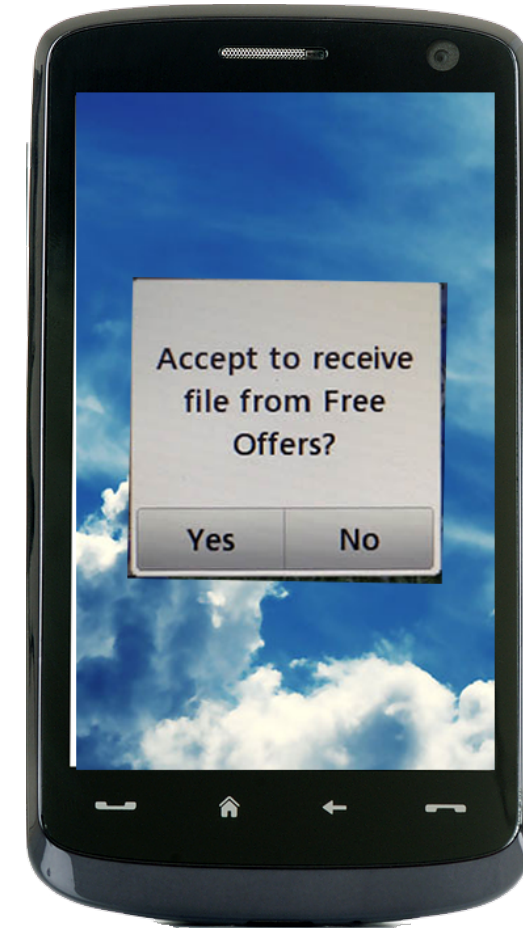
**Permission Request.** System sends a permission request to each mobile prior to sending any content. It looks like "Receive data from 'Free Offers'?" (Free Offers can be configured in Bluetooth Campaigns)



**Permission Accepted.** Once user has accepted the request, the system sends the data.

**Permission Declined.** If a user declines the request the iSender places the device into a blacklist and the device is not contacted again unless the Blacklist is cleared.

**Permission Missed.** - A user occasionally misses the request, perhaps because the device is not accessible. If this is the case the iSender will attempt 3 times, if the request is not seen by the user, the device is placed into the Blacklist.





## WiFi Marketing How it works

### Device Detection.

System generates a WiFi hotspot for any smart phone with WiFi capability to join. i.e. iPhones, Blackberry, Android, iPad, etc

### Mobile Operational Procedures of WiFi Marketing:

- a. Turn on WiFi, search for the available WiFi hotspot.
- b. Connect to the WiFi Hotspot.
- c. Direct your Browser to any website or webpage.

### iSender WiFi mode options.

#### Option 1. Redirect to Intranet then Internet.

When any WiFi user connects to the device hotspot, they are initially directed to the web page or website that you have uploaded into the device. If a button or link is placed in your content then when a user click on that link they are taken to that URL.

#### Option 2. Redirect Intranet.

When WiFi users connect to the hotspot, the user is immediately redirected to the specific website that has been programmed into the settings, only after a set period of configurable time are users able to surf the internet freely.

### Firmware Options:

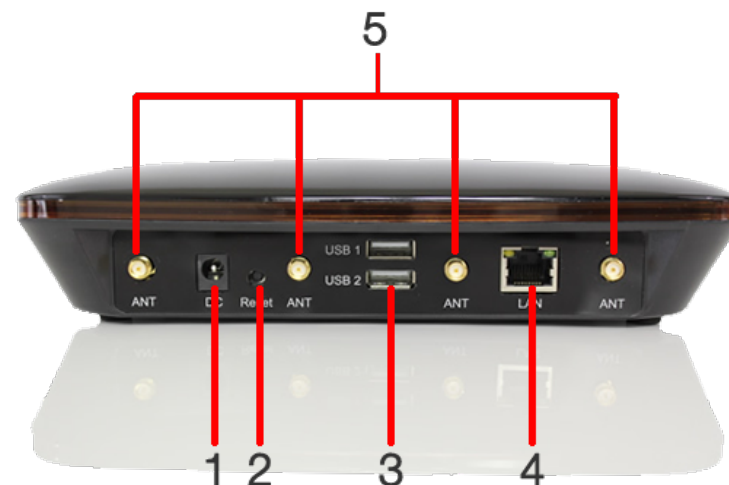
The iSender has two firmware options,

1. Apple Pre Browser. - When iPhones connect to your content the pre browser automatically opens.
2. Apple Normal Browser - When iPhones connect to you WiFi, the browser has to be opened.





## Quick Start Set up

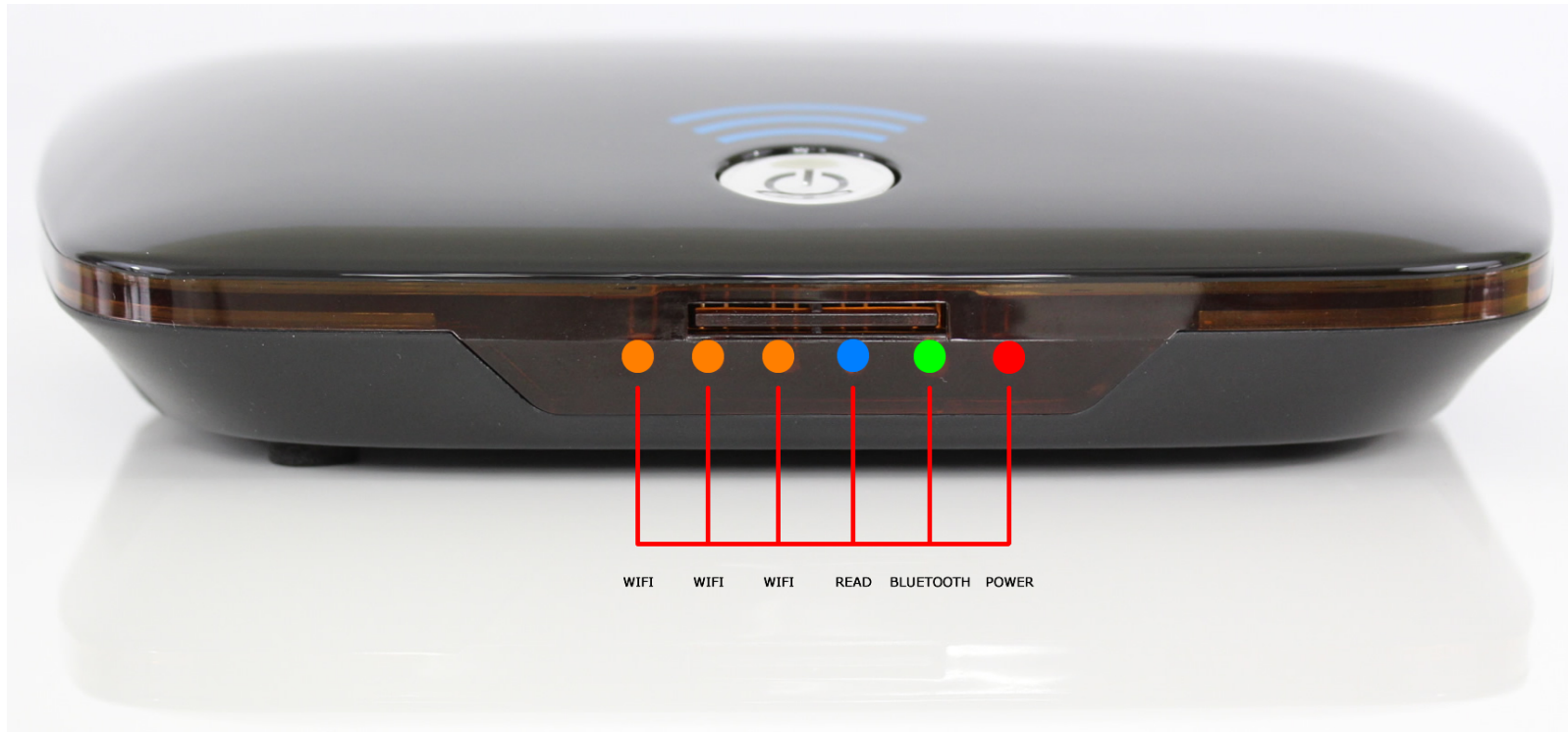


1. Connect Mains Adaptor to power supply connector (1).
2. Connect the Antennas to the SMA antenna connectors (5). (Don't over tighten)
3. Connect an ethernet cable to your internet router and the other to your device ethernet port (4).
4. Press the power button to turn on the Proximity Marketing Device.

1. Power Supply
2. Reset Button
3. USB Ports
4. Ethernet Port
5. SMA Antenna Connector



## Quick Start Set up Continued

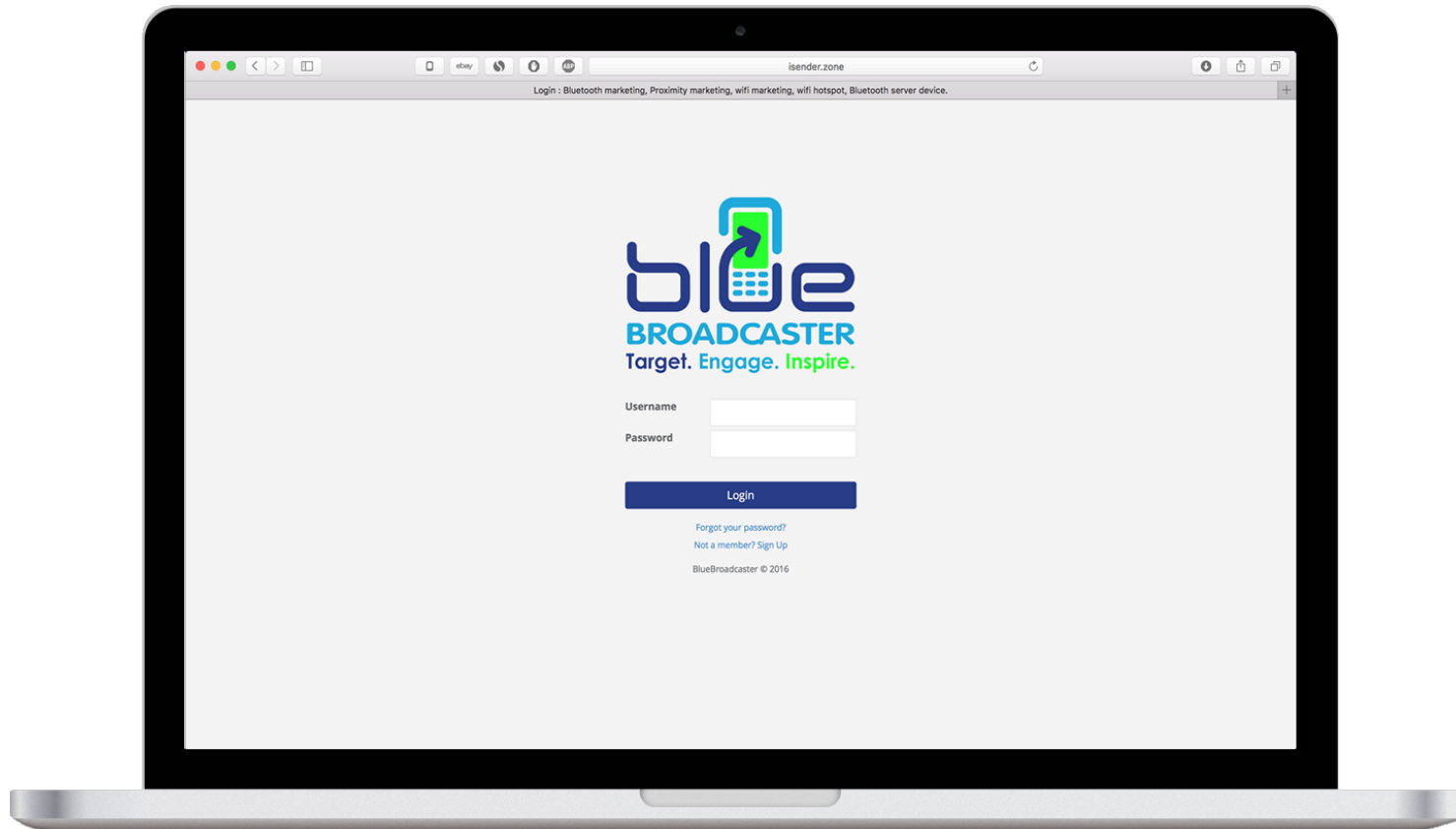


1. POWER - Solid Red light.
2. BLUETOOTH - Flashing Green Light when device broadcasting over Bluetooth
3. READ/WRITE - Blue Flashing intermittent light when device reading/writing.
4. WIFI - Amber WiFi network established. Solid light.
5. WIFI - Amber WiFi network established. Solid light.
6. WIFI - Amber WiFi network established. Solid light.



## iSender Portal Logging In

Navigate to <http://www.isender.zone>  
Log in using your log in credentials or click the sign up link.





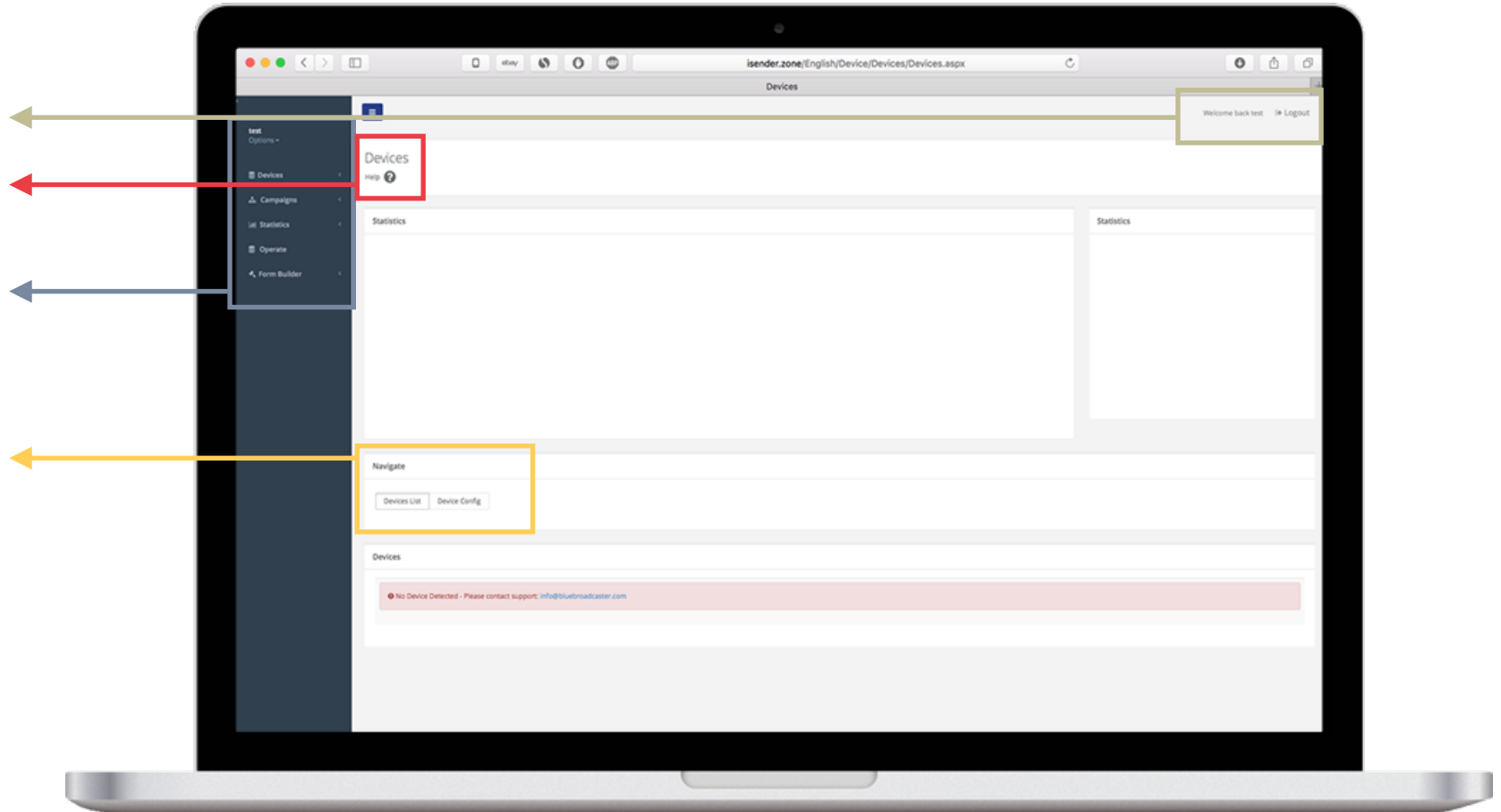
# iSender Portal General Layout

Log Out

Help Guide

Main Menu

Additional Sub Menu





# iSender Portal Menu

The portal menu contains main menu headings & sub headings below:

## Devices

- Devices - Configure Device
- Devices List - Config WiFi

## Campaigns

- Bluetooth Files - Add Bluetooth Content
- Bluetooth Campaigns - Config Bluetooth Campaign
- WiFi Campaigns - Add WiFi Content
- WiFi Routes - Config WiFi Campaign

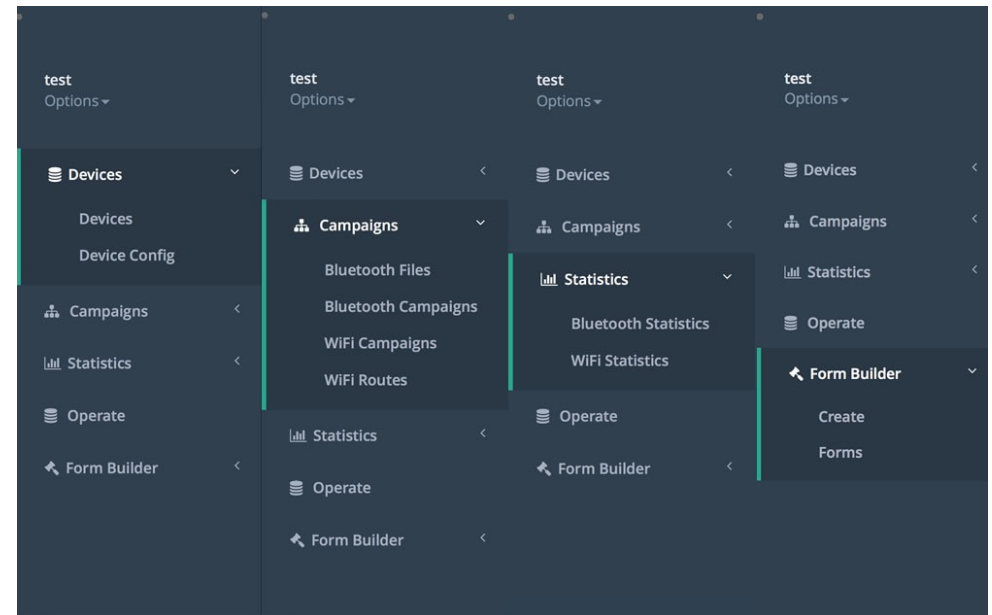
## Statistics

- Bluetooth Statistics - Retrieve Bluetooth Stats
- WiFi Statistics - Retrieve WiFi Stats

## Operate - Command Sending page

## Form Bulder

- Create - Create New Data Capture Forms
- Forms - Store Existing Data Capture Forms



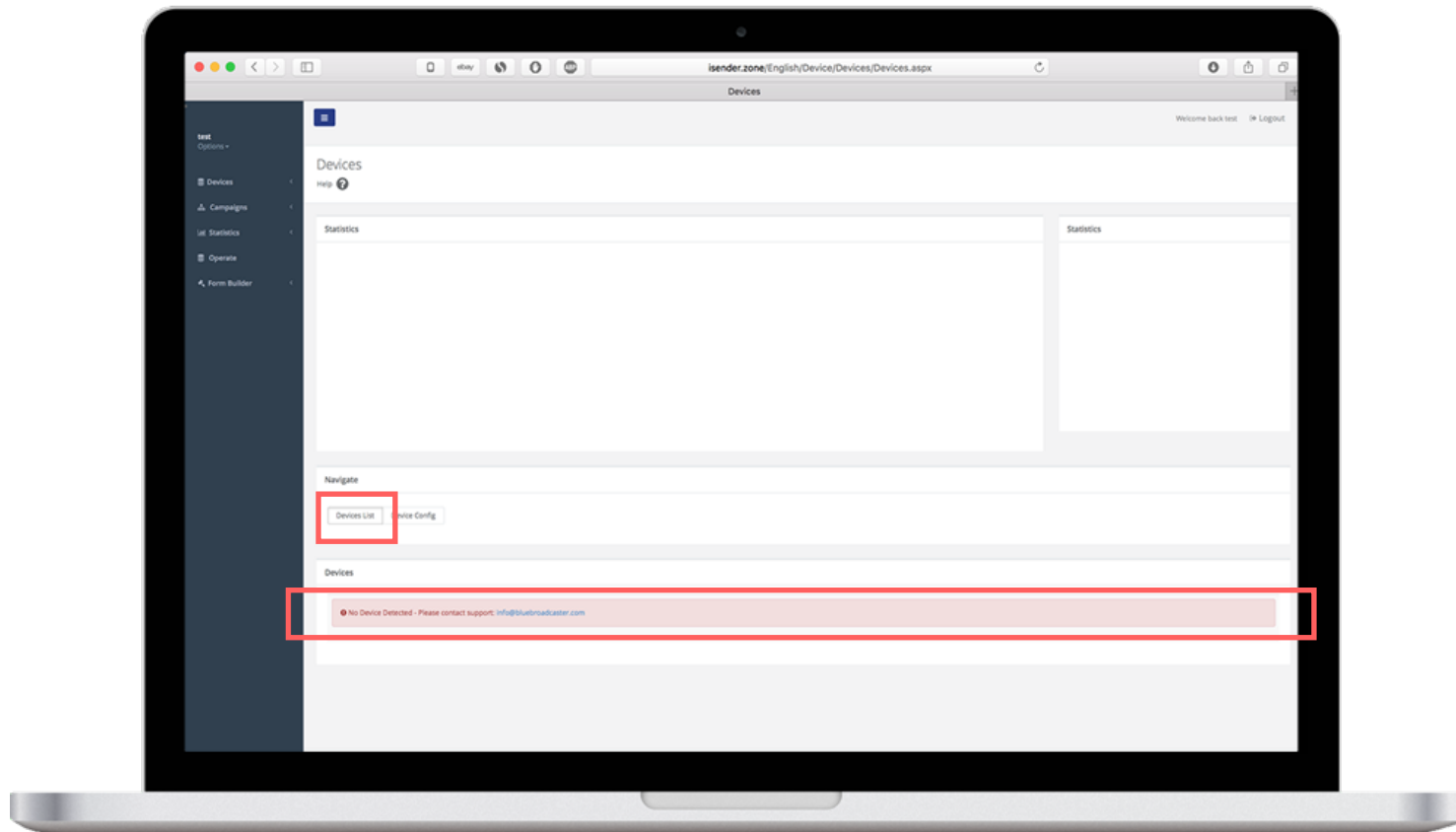


# iSender Portal Getting Started

Your home page - Page - Devices - Device List.

Here you will find a list of all your devices and a couple of graph containers that will eventually show your collective campaign results. The first thing to check is that your new device has been migrated into your account.

If you see the message 'No Device Detected', then please email your account log in username and iSender Mac address, located on the sticker on the device, to [info@bluebroadcaster.com](mailto:info@bluebroadcaster.com) so we can migrate your new device into your account





## iSender Portal Home Page - Devices List

When you want to upload content or download stats from your campaigns, you will need to connect your device to the iSender portal via the internet.

To do this simply connect your iSender device to your router using the included Ethernet cable.

If your device is migrated into your account then you will see it listed under the Devices heading as shown. This is the first page you will see when you login.

You will see the device listed as well as the online/offline status icon.

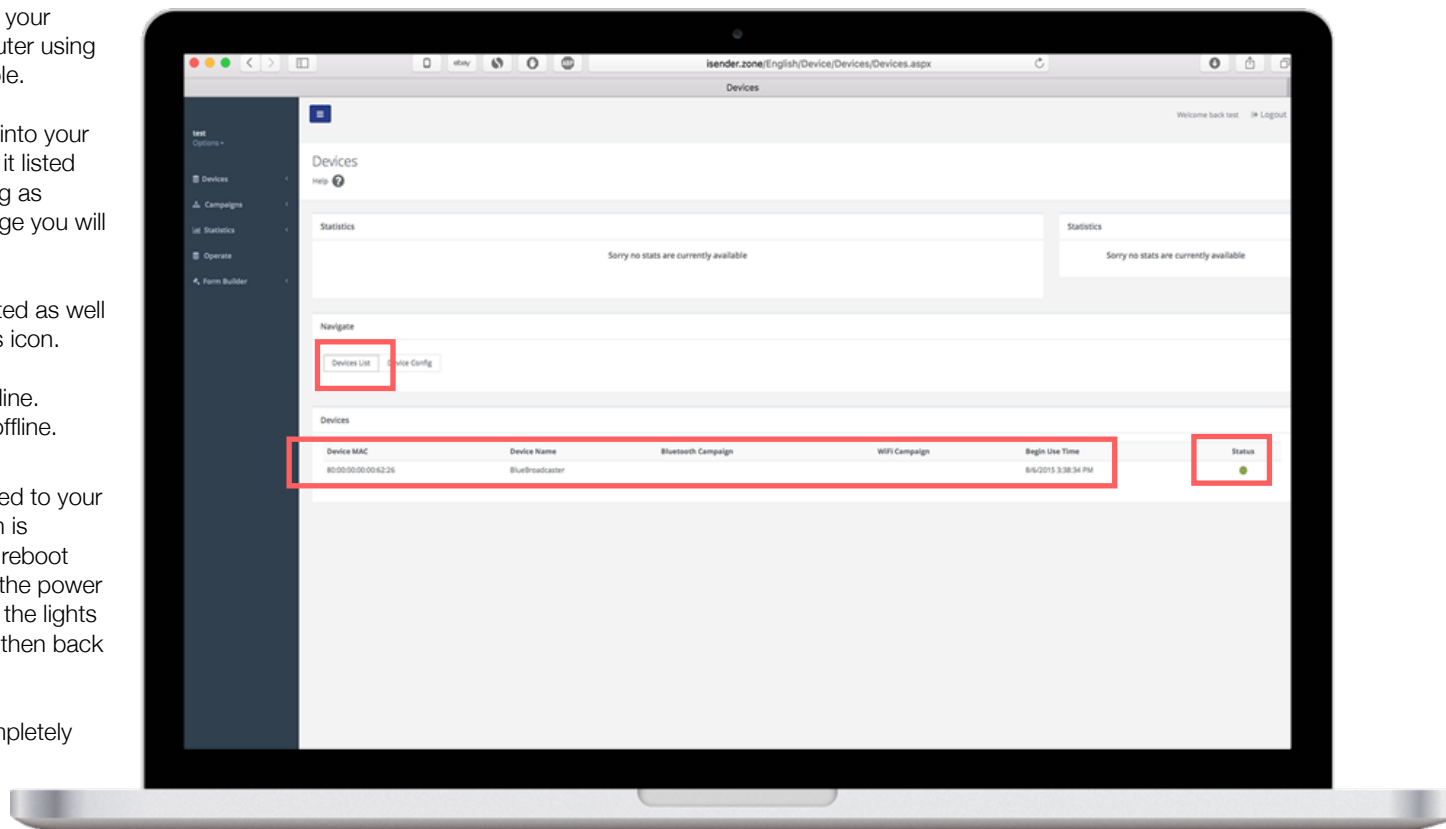
**Green** - Your device is online.

**Red** - Your device is not offline.

If your iSender is connected to your router, and the status icon is showing red, then please reboot your iSender by pressing the power button and holding it until the lights on the device go out and then back on again.

Wait until the iSender completely reboots and refresh your portal page.

If the iSender status icon continues to show red, then please check your router is not behind a firewall. If it is, then please add the iSender Mac address to your routers accepted device list. You will have to refer to your own routers manual for details on how to do this.





## iSender Portal Devices Config

Your iSender devices already comes pre configured for use. This area of the portal will allow you to customise your iSender device to interact with your router wirelessly or allocate it a specific IP address. It will also allow you to close the broadcasting range if required.

This page will enable you to:

1. Assign Specific IP Address.
2. Close iSender Broadcasting Range.
3. Configure your iSender to connect to your router wirelessly.

### 1. Assign IP address:

To assign a specific IP address, simply click the Configure Device button, then uncheck the DHCP check box and input the IP & Subnet Mask address you want to assign the iSender device.

(DHCP - **Dynamic Host Configuration Protocol**) is a network protocol that enables the iSender to have an IP address automatically assigned by your router.)

### 2. Reduce Broadcasting Range

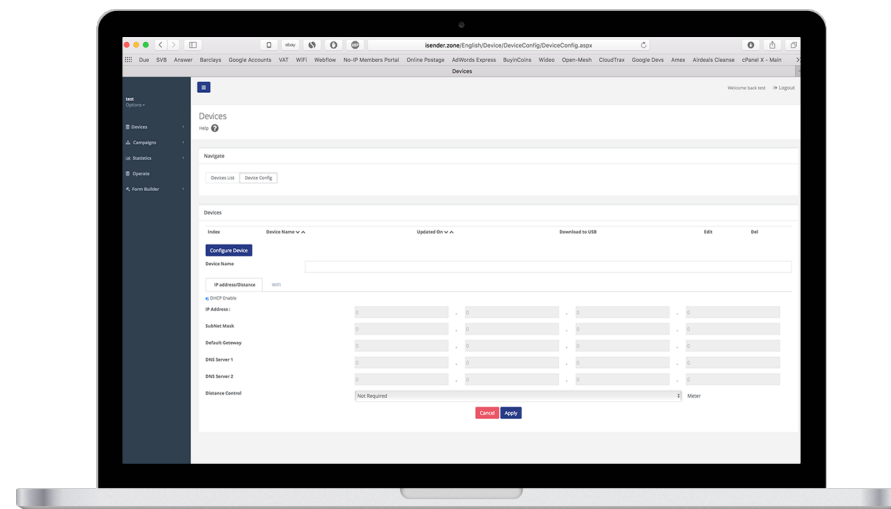
To shorten the iSender broadcasting range then this can be achieved using the 'Distance Control' drop down feature. First click the 'Configure Device' button, then click on the dropdown menu and select the required range.

### 3. Config Wireless or Mobile 3 or 4G Router

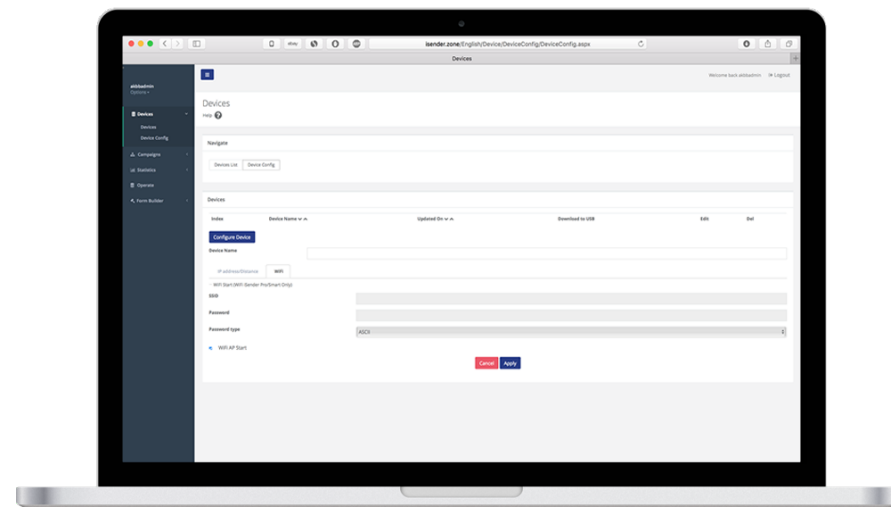
If you prefer to connect your iSender to your router wirelessly, check the WiFi tab next to the IP address tab and input your routers SSID network name and network password in the appropriate fields.

Once you have completed your configurations a new file will be created. Insert a USB drive into your computer and download the file to that USB. Once done, place the USB drive into any one of the two USB ports at the back of the device.

The device will then reboot. When the device lights come back on you can remove the USB.



IP/Distance



Wireless WiFi



# iSender Portal

## Campaigns - Bluetooth Files

To create a new Bluetooth campaign you must first upload the content or file that you want to send out to the portal.

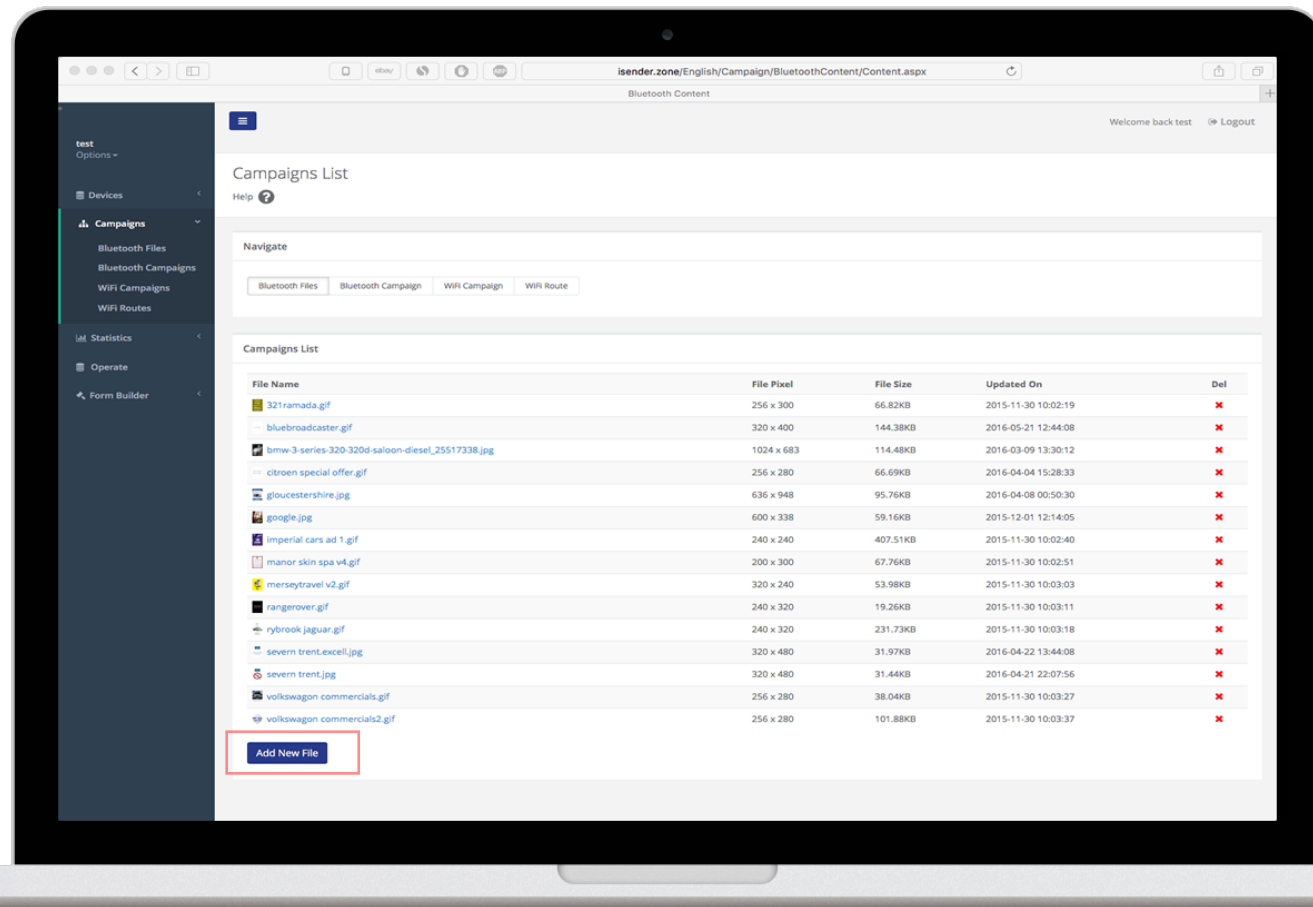
To do this simply click on the 'Campaigns' main menu, then 'Bluetooth Files'.

Then click on the 'Add New File' button to select the file you want to send out from your computer.

NB: Bluetooth Marketing will only work in certain file formats so be sure that your content is in either a JPEG, PNG, Gif, or TXT format.

Also please ensure that the file size of your content is below 50kb, less if possible. The smaller the weight of the file, the faster it will upload to a users mobile phone.

A 50kb file will typically take around 10 secs to upload to a users mobile phone.



Recommended sizes are 320 x 480 pixels. You can add as many files to the portal as you wish. You can send as many pieces of content as you wish in any one campaign, however we would recommend sending only one file per campaign. This is due to the potential memory limits on mobile phones and good marketing practice.



# iSender Portal

## Campaigns - Bluetooth Campaign

To complete the new Bluetooth campaign you must configure the campaign itself. This will enable you to set the sender name and add the appropriate content that you previously uploaded.

To do this simply click on the 'New Bluetooth Campaign button' Then add the sender name that you think is appropriate to this campaign in the 'Campaign Name' field. This could be a company name, product or service name.

### Add a Business card.

The you can choose to include a business card. This is an electronic version called a vCard.

To add a business card simply click on the 'New' button, then complete all the fields that appear. Once done, click apply.

### Set calendar Event.

The portal can also let you set a calendar event along side your business card. A calendar event is called a vCal.

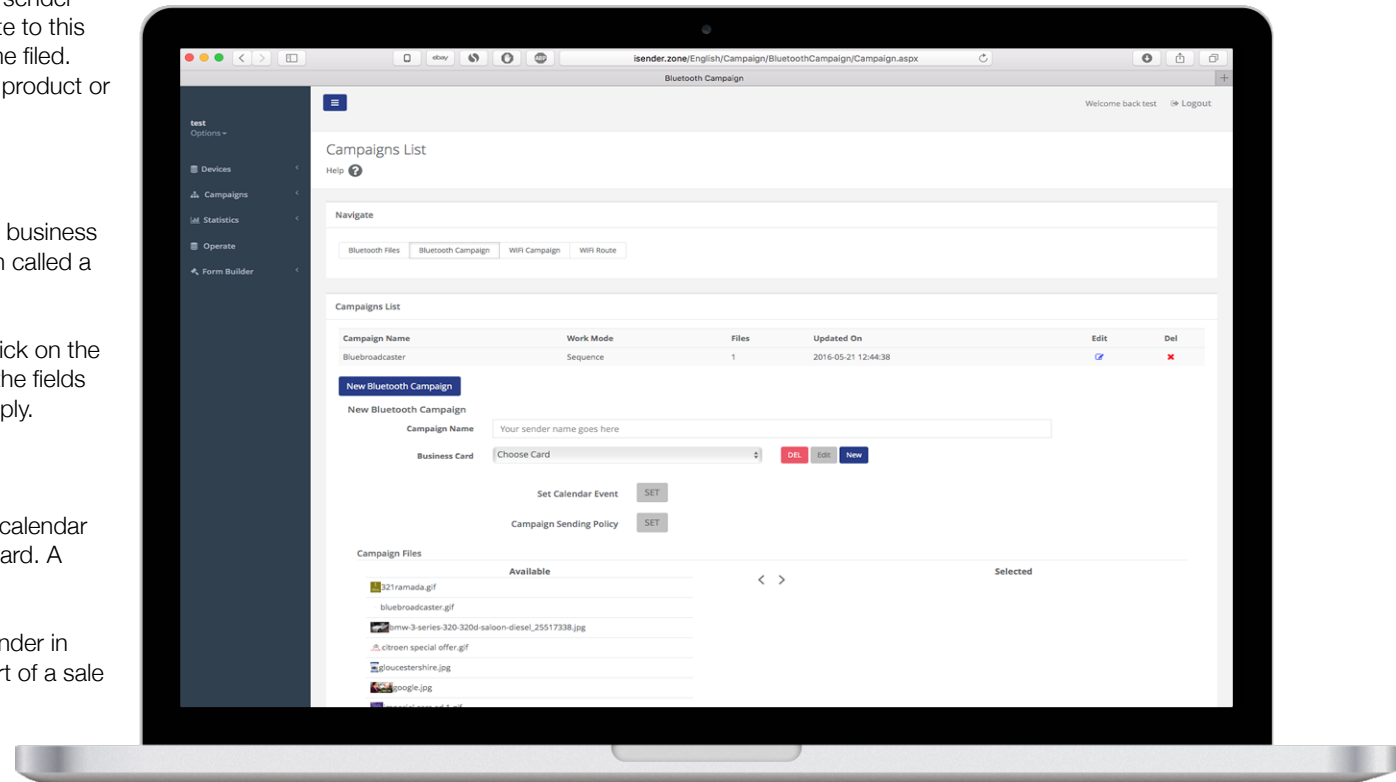
This will enable you to set a reminder in users mobile devices like the start of a sale you are having.

To do this simply click on Set Cal, then complete all the fields that appear, then press ok.

### Campaign Sending Policy

The portal will also allow you to customise your campaign by setting the number of broadcast alert attempts the iSender sends. Also the amount of times a campaign will automatically refresh. Simply make whatever changes to the default settings you wish and click 'Ok'

**Finally, ensure that you select the content/file that you want to send from the 'Available' column to the 'Selected' column using the right arrow icon. Once that is done click 'Apply'.**





# iSender Portal

## Campaigns - WiFi Campaign

To create a new WiFi campaign you must first upload the content or file that you want to send out to the portal.

To do this simply click on the 'Campaigns' main menu, then 'WiFi Campaign'.

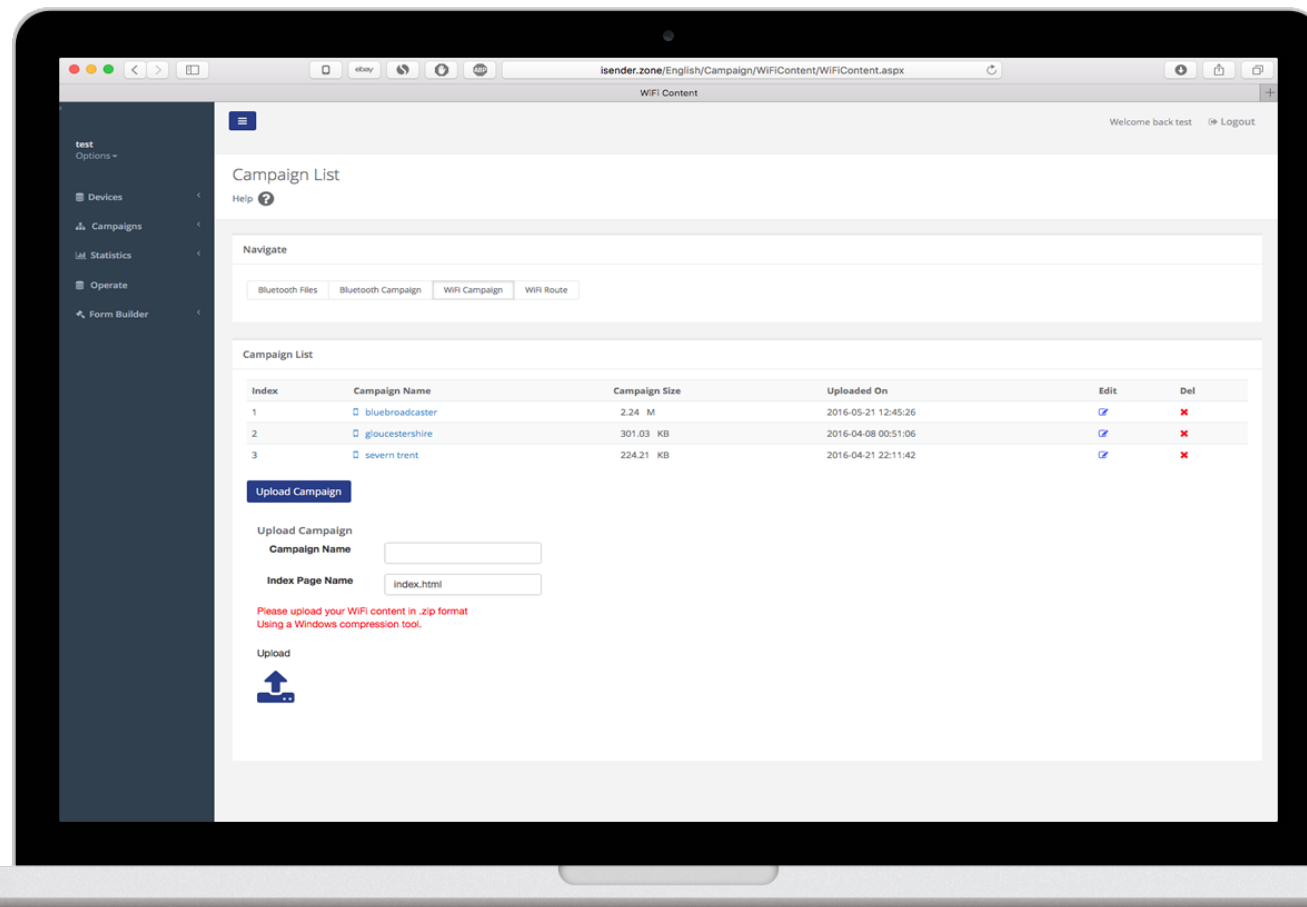
Complete the Campaign name field and the 'Index Page Name' field.

The 'Index Page Name' field must be 'index.html' and a file called index.html must be contained in your HTML content and zipped up.

When done, click on the 'Upload Campaign' button to select the zip file you want to send out from your computer.

NB: WiFi Marketing will only work in certain file formats so be sure that your content is in an HTML format.

Please ensure that the HTML content you want to upload is zipped in a Windows compression tool. So the file you upload ends in the .zip format.



Once completed you will see the campaign populate in your campaigns list. You can also check its working by clicking on the small phone icon on the left of your campaign name. When the phone pop up opens you should see your content showing in there if its correct.



## iSender Portal Campaigns - WiFi Route

To complete your new WiFi campaign you must set a route. This enables you to set up the WiFi network for your customers to join and the way it is presented onto your customers mobiles.

To do this simply click on the 'Campaigns' main menu, then 'WiFi Route'. Then click on the 'New Wifi Route' button.

A new page section will appear. First, complete the WiFi ESSID field with the WiFi network name you want your customers to see.

Leave WiFi Route settings and internal DHCP server settings as default.

Then set the Advertising Mode. This is a setting specifically for Apple devices, as Apple devices have a pre browser that automatically pops up when an Apple device connects to a new WiFi network.

If you want your customers to automatically see your WiFi content when they connect to your WiFi network, then set this to 'Apple Pre Browser Pop Up'.

If you want your customers to see your WiFi landing page by manually opening safari instead, then set this to 'Apple Manual Browser'. This setting is required if distributing Apple wallet or Passbook content.

Next, select your advertising approach. There are two settings here. If you are displaying a closed web page or web site, i.e. it contains no external links, then choose redirect to intranet. If your content contains external links then you must choose redirect to intranet then internet and your iSender device must be connected to a 3G or WiFi router.

If choosing intranet then internet option you must type the external link or page address into the Internet redirect URL field and include a call to 'goout.php' on the button or link in your html content.



## iSender Portal Statistics - Retrieval

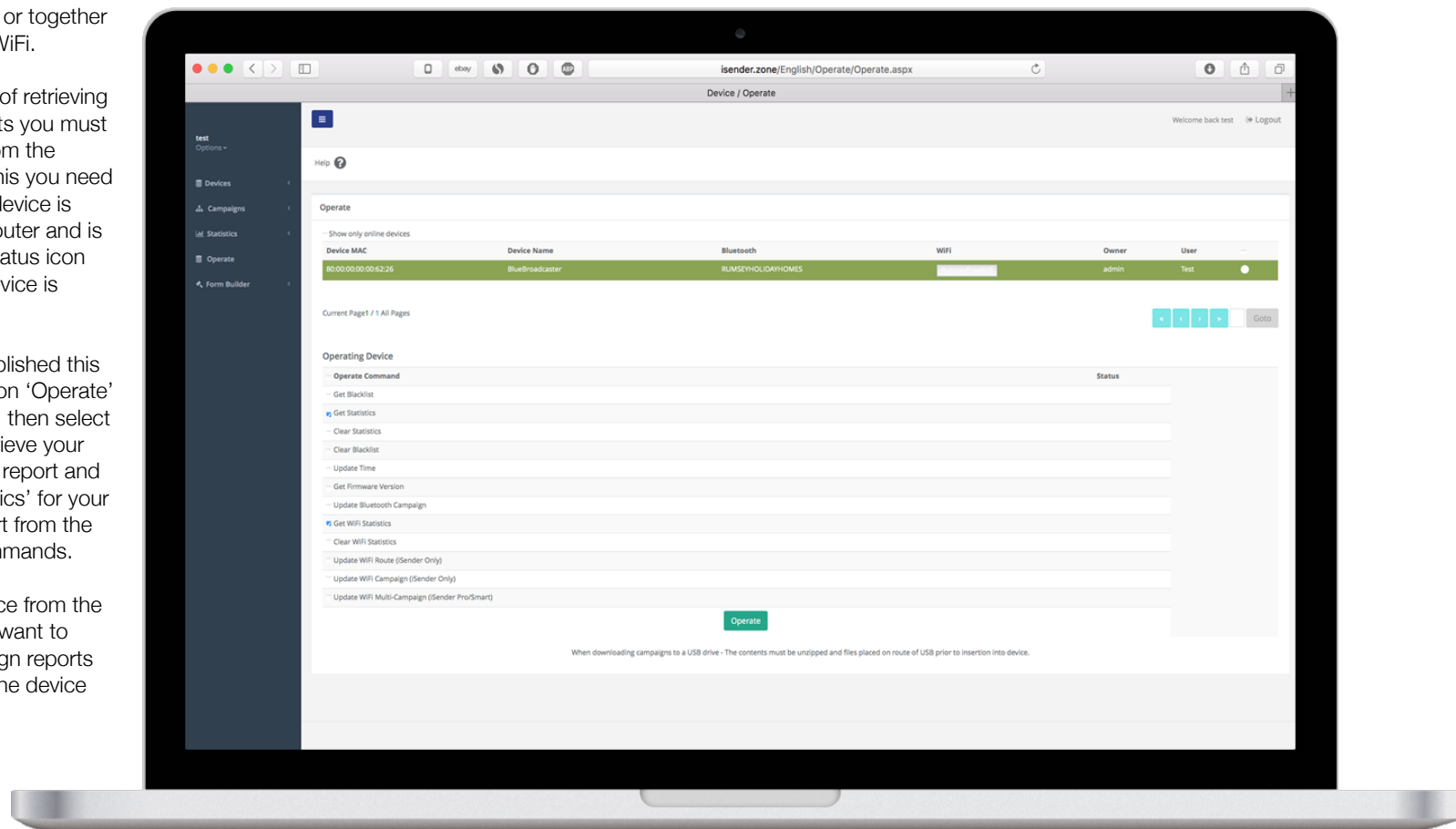
The iSender device is capable of transmitting digital content to mobile devices over two frequencies, WiFi & Bluetooth. Therefore retrieving your marketing campaign reports can be captured individually or together for the Bluetooth & WiFi.

To start the process of retrieving your campaign results you must first request them from the device itself. To do this you need to ensure that your device is connected to your router and is displaying a green status icon signalling that the device is online.

Once you have established this you must then click on 'Operate' from the main menu, then select 'Get Statistics' to retrieve your Bluetooth campaign report and also 'Get WiFi statistics' for your WiFi campaign report from the list of Operating commands.

Then select the device from the devices list that you want to retrieve your campaign reports from by clicking on the device row to turn it green.

Once you have done this you must then press 'Operate'.



The system will then request the data from the device and import it into the portal. You will see the words Success appear in both the 'Get Statistics' and 'Get WiFi Statistics' command rows when this has been fully completed.

If either report is substantial you will also get a waiting bar to indicate both how long you will have to wait for the report and how large the file itself is.



## iSender Portal Statistics - Visibility

To view your campaign reports, click on 'Statistics' from the main menu, then click either Bluetooth or WiFi to view.

Depending on your choice, the portal will then display the campaign results in various graph formats and will allow you to download those results in a spreadsheet format.

The graphs that you can view your campaign reports through:

### Bluetooth:

- Stats by Day - Lists the stats by day report will display your campaign results over last 30 days.
- Stats by Month - Lists stats by month. (All months)
- Stats by Campaign - Lists stats by Campaign. (All Campaigns)
- Stats by Device - Lists stats by Device. (Add Devices)
- Data - Lists stats by spreadsheet. (All Stats)

### WiFi:

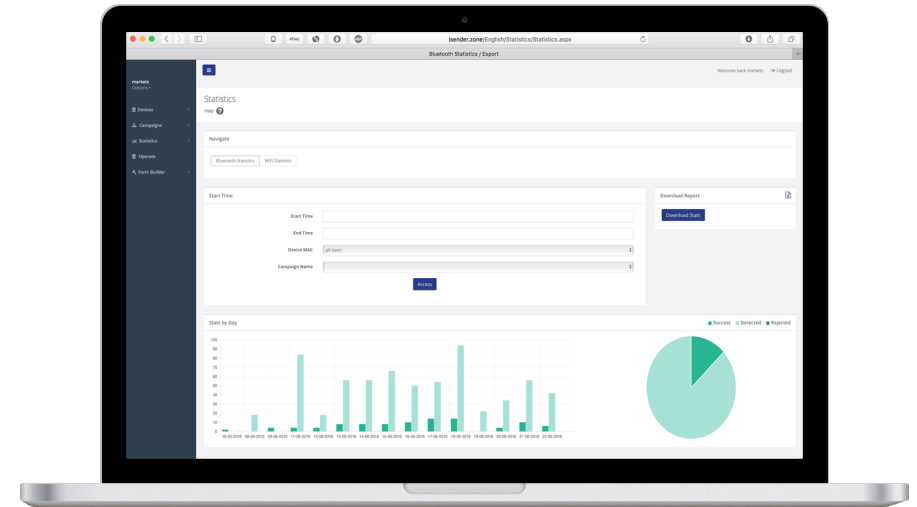
- Stats by Day - Lists the stats by day report will display your campaign results over last 30 days.
- Stats by Month - Lists stats by month. (All months)
- Stats by Campaign - Lists stats by Campaign. (All Campaigns)
- Stats by Device - Lists stats by spreadsheet. (All Stats)

Included within the stats delivery options is a time period picker to enable you to choose specific periods of time that you are interested in.

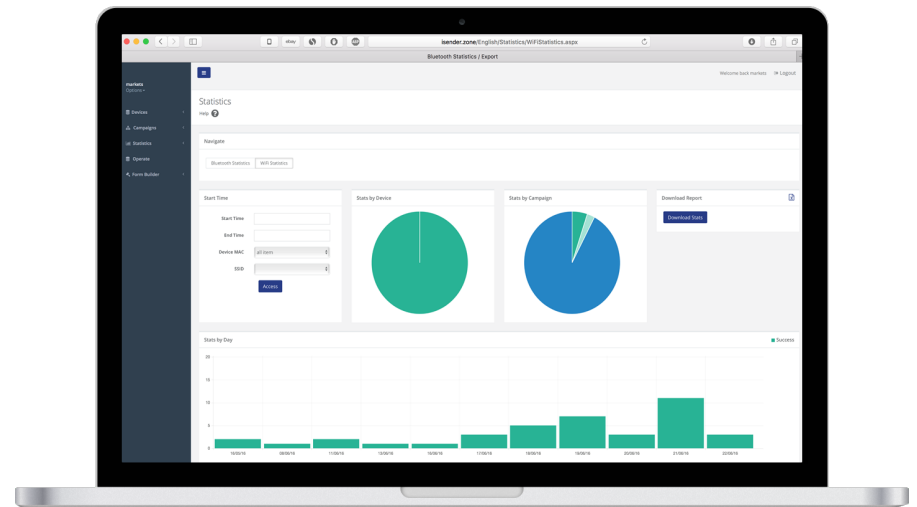
You also have the ability to choose specific devices and specific campaigns.

To do this simply click on the required to/from fields and select the specific dates you require.

This is also true to for devices and / or campaigns.



Bluetooth



WiFi



# iSender Portal

## Commands - Operations

To complete the necessary campaign updates or changes that you want to make, you must send them to your devices for them to take effect.

The 'Operate' page enables you to send a variety of commands to your devices either individually or all at once.

Once you have created and uploaded your campaigns, or want to download stats from previous campaigns, then you will need to select the device you want to reach by clicking in the area where you see the MAC address so that it turns green, then selecting the appropriate commands from the list by clicking on the radio button, then clicking 'Operate'

Get Blacklist - Retrieve the rejected Device List.

Get Statistics - Retrieve your Bluetooth Campaign stats.

Clear Statistics - Clear your Bluetooth stats from device.

Clear Blacklist - Clear your rejected device list.

Update Time - Update the device time to your PC time.

Get Firmware Version - Get device firmware version.

Update Bluetooth Campaign - Update your Bluetooth campaign

Get WiFi Statistics - Retrieve your WiFi campaign statistics.

Clear WiFi Statistics - Clear your WiFi campaign Stats.

Update WiFi Route - Update WiFi route (iSender Only)

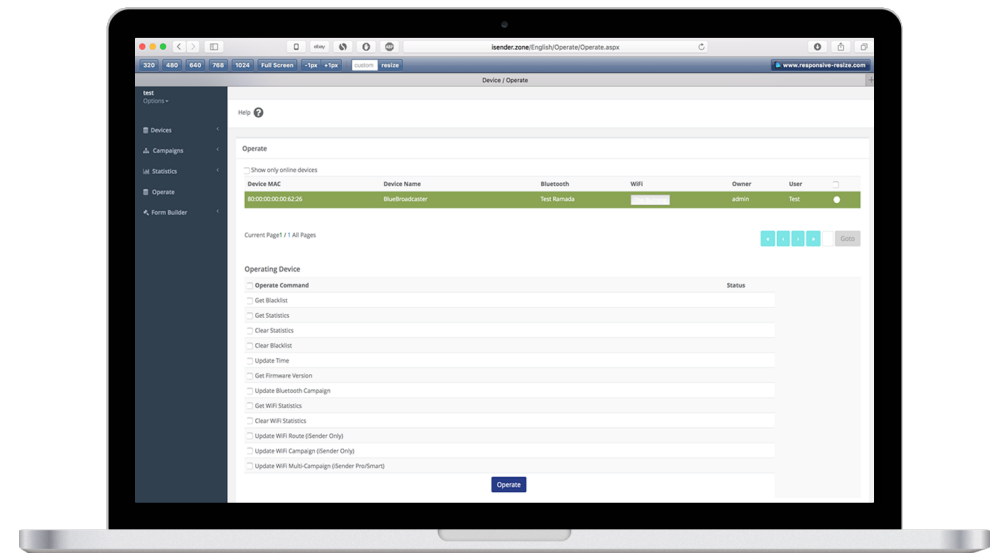
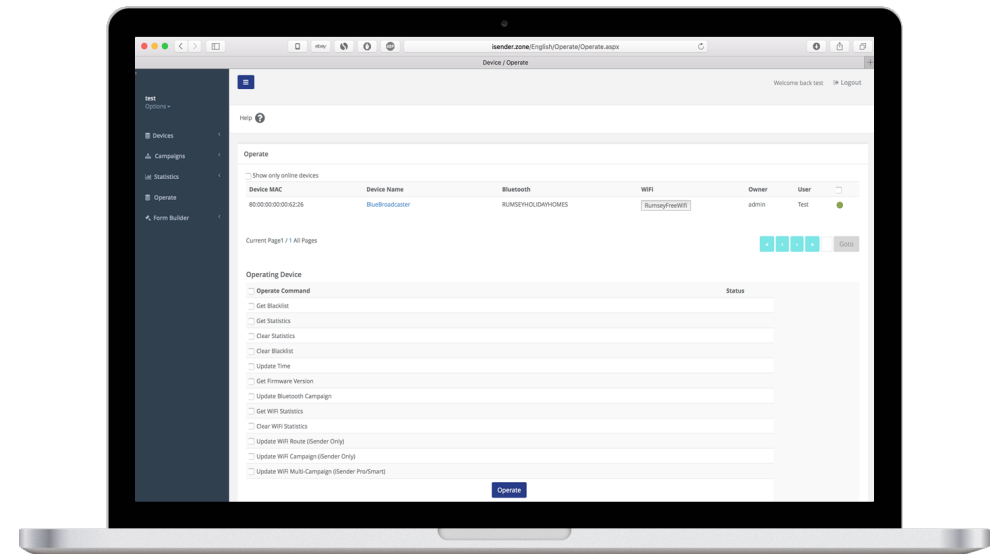
Update WiFi Campaign - Update WiFi Campaign (iSender Only)

Update WiFi Multi Campaign - Update two WiFi campaigns (iSender Pro/ProSmart)

Once you have selected the appropriate commands from the list, then clicking 'Operate' you will see the word success appear once each of this commands has been fully sent.

If you don't see the word success then you may need to reconnect the device to your router.

Please wait until the device has rebooted before testing your campaigns.





# iSender Portal Forms

One of the iSenders new features that was recently introduced is Forms.

Forms is a new offline data capture feature that will enable to generate new forms that can serve a variety of different purposes.

- New Lead generating
- New Data capture
- Surveys
- Academic Research
- Customer Satisfaction
- Education
- Employee
- Health Care
- Market Research
- Non Profit
- Events

For example, this feature will enable you to capture a variety of data from potential customers that join your WiFi campaign.

This data could range from mobile phone numbers, email addresses or even postal addresses. You could even create a survey for potential customers to take that would give you some insight into what customers think of you, your products and services or your brand.

Creating a form is easy.

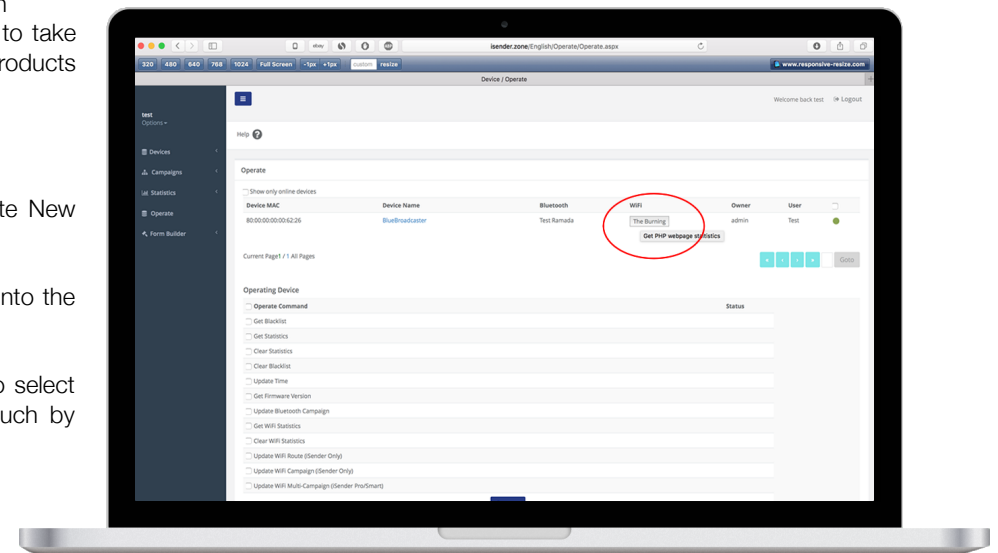
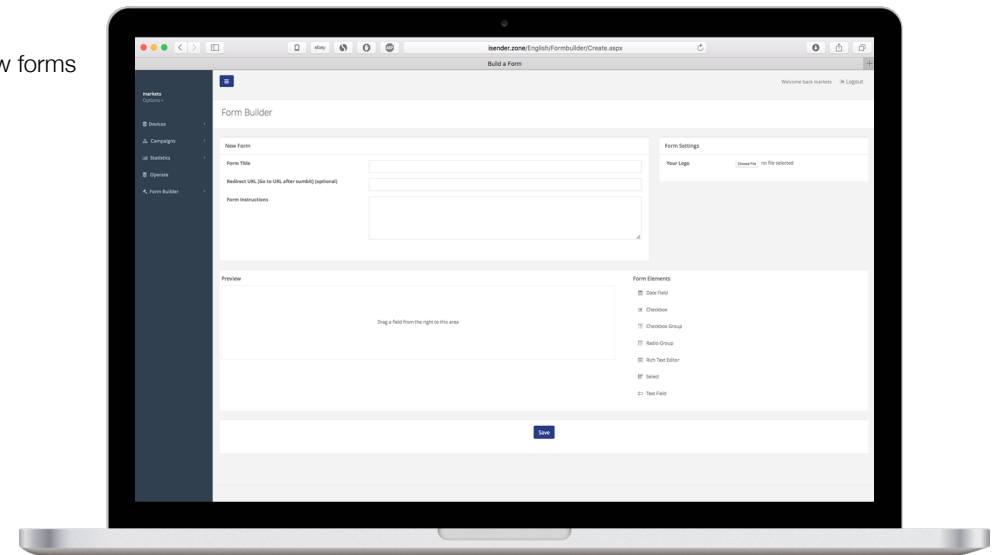
1. Click on the Form Builder from the main menu, and then select 'Create New Form'. You will see a new form builder open up.

2. To start creating your form, simply drag and drop any form component into the preview area.

3. Once you have finished simply click save and your form will be ready to select from the WiFi campaigns menu. You can give your form the finishing touch by adding a logo as well.

4. Click Operate and then Update Multi WiFi Campaign, then choose your form route and webpage from the available drop down menus, then click ok, then 'Operate'.

5. You can retrieve your data by plugging your device into the portal and clicking the campaign name under the WiFi campaign name. The results will be automatically be downloaded to your computers download folder.





## BlueBroadcaster

### UK & Rest of World

Technical Comms Ltd  
BlueBroadcaster  
110 High Street,  
Newton Le Willows  
Merseyside  
WA12 9SH  
Phone: 0044 (0) 161 870 8048  
Email: [info@bluebroadcaster.com](mailto:info@bluebroadcaster.com)

### USA

Technical Comms Inc  
BlueBroadcaster  
2711 Centerville Road Suite 400,  
Wilmington,  
Delaware  
19808  
Phone: 001 844-311-2143  
Email: [info@bluebroadcaster.us](mailto:info@bluebroadcaster.us)