

DETAILED TECHNICAL DESCRIPTION

APMS 1.0

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INTRODUCTION

APMS is the latest generation of a complex advertising, marketing and information providing device system and platform, made up of local units.

By default, APMS utilizes an improved version of the CPMS software on its redesigned hardware, but it is also possible to run a customized application. The units and the entire system are under continuous development, both in terms of hardware and software. The manufacturer delivers these improvements free of charge, within the limits set by the hardware of the given CPMS / APMS device. The devices and their components are compatible with each other, they may be integrated at various levels, and with proper authorization, they may be controlled from any location using a computer or a tablet.

During its development the goal was to create a unique, basically innovative, versatile advertising and information tool for the user, which complements the wireless access features with other, traditional (e.g. visual, audible) options and functions, thus enabling high-level multifunctionality, a wide range of applications and high efficiency.

Beyond the individual (APMS) device usage, the modular construction supports system level operation (the configuration depending on type and preparation for custom applications). Besides versatility, the devices and the system are characterized by easy usage, authorization options and reliability.

COMPLEX SYSTEM CONSTRUCTION

The individual APMS devices can be arranged in groups as desired, and can be managed accordingly. The system offers options for the interactive management of Wi-Fi, Bluetooth and audiovisual contents, as well as the integration with other systems.

MANAGEMENT AND MARKETING FEATURES

- Continuous, automatic 24/7/365 operation
(approx. 1-4000 expectable downloads a day, depending on the place and other circumstances, e.g. location, static nature and type of the population, etc.)
- The cost of access (data transfer) is independent of the number of search results
(high cost-effectiveness)
- Access of iPhones and other non-Bluetooth-conform devices and transfer of contents using synchronized Wi-Fi technology
- Network connection – internet access for remote management
(wired, Wi-Fi, mobile network)
- Diverse, precise statistics collection (Bluetooth, Wi-Fi, visual)
- Free and automatic software updates
- Level of technical preparation for expansion and system level integration / operation (not included in the offer)
- 2 years guarantee for the main units

STATISTICS

A wide range of real-time statistics – including charts – may be generated for each campaign using the following data:

- Screen appearances
- Wi-Fi appearances
- Successful Bluetooth downloads
- Successful Wi-Fi downloads

The framework system offers options for creating other types of customized statistics. From a marketing point of view, the number of definite accesses, the exact statistical data of the application of the device system and the exact measurement of its efficiency, provide an advantage compared to other similar devices.

KEY TECHNICAL DATA OF THE BASIC APMS DEVICE

Physical parameters

Dimensions	300 x 300 x 100 mm
Weight	4 kg (without display)
Color	Black
Supply voltage	230 V / 50Hz (European version)

Multimedia features

- Images and video**
- LCD screens/projectors (optional, 0-4 pcs.)
 - indoor media spaces
 - Supports a wide range of formats
 - JPEG, JPEG2000, GIF, PNG, BMP
 - h264, VP8, Theora
 - Interactive HTML5+JS based contents
 - access to the Wi-Fi campaign materials

- Audio**
- Supports external audio devices
 - Supports HDMI audio

- Connection**
- USB 2.0/3.0
 - HDMI
 - VGA
 - 3.5 mm audio Jack
 - RJ45

Wireless features

- Bluetooth**
- Range: 100 m (can be optionally upgraded to 300 meters)
 information/advertisement/marketing material transmission through the standard 2.4 GHz Bluetooth 3.0 frequency.
 Extremely high intensity
 detection, connection, data transmission
 Transferable formats
 user defined
 e.g. video, voice, text, user-defined programs, contact cards, calendar notes, anaglyph 3D pictures (optional glasses available on order), etc.

Wi-Fi N standard, 3 channels, 100 m range Wi-Fi (can be optionally upgraded to 300 meters)
Hotspot function (optional)
With authorization option:
internet can be accessed only after the mandatory download of the message, or it is available automatically, without limitation

OPERATION OF THE BASIC DEVICE

Transfer of short-range messages (information, advertisement, etc.).

The parallel accessibility (with different authorization levels) of the deployed and system integrated wireless local network connection (WLAN) ensures that by using our wireless system, the “message” can be transferred to any other devices without constraints.

The feature ensuring access to devices that are not Bluetooth compatible (e.g. iPhone) and the integration of the two access methods in a single device were developed by the manufacturer.

Each element of the system contains, depending on the specification, one or more individual first-class ETR compatible microwave modules (BTU), which it can use to establish connections and send messages automatically and simultaneously through a max. 140 channels on the standard 2.4 GHz frequency, with a working radius of 100 meters (or with the optional upgrade, 300 meters). Such an increase in the efficiency of the technology applied here is unique, the solutions used are the intellectual property of the manufacturer (the technical specification / logic drawing is not public).

The device / device system can communicate with any Wi-Fi or Bluetooth compatible devices (mobile phones, personal computers, PDAs, etc.).

Besides using wireless technology, the complementary functions of the device enable:

- Upload of visual and/or acoustic ad-hoc campaigns
- Hot spot function, depending on or independent from content download (with authorization limits)

Online campaign management

The complete functionality of the system can be managed online, from any PC, tablet or mobile phone. The individual devices (and their functions) can be managed either separately or arranged in groups.

Integration

Both the functionally linked and other auxiliary functions can be managed and applied independently.

So, for example, the ads running on the screen can be optionally presented via Bluetooth and/or Wi-Fi (in most cases, the system can perform the adaptation to the given media automatically).

The individual settings are configured based on customer demand.

The different versions of APMS units are under development, the newer software versions (taking into consideration the hardware possibilities) are handed over free of charge under the guarantee period (periodical software updates).

The differences between the individual, actual versions are subject to change depending on the development.

The devices/system are under USA industrial property rights protection.