

DETAILED TECHNICAL DESCRIPTION

**CPMS 1.4
CPMS 1.4A**

TECHNICAL DATA AND FUNCTIONS

- Measurements: width 600 mm, height 728 mm, depth 300 mm, individual manufacturing, color RAL5005. Mass app. 20 kg (version can be mounted on wall);
- Power 230 V / 50Hz;
- PC based central unit;
- 17" touch screen display (type varies by device) for local control and other functions (detailed later);
- Short range (100-300 meter) information/advertisement/marketing material transmission through the standard, 2.4 GHz, Bluetooth frequency;
- Transferable formats: user-defined, optional e.g. video, voice, text, user-defined programs, contact card, calendar note, anaglyph 3D picture (optional glasses) etc.;
- Maximum 140 channel parallel operation, extra high intensity (detecting, connection set-up, data transfer);
- Continuous automatic, 24 hour operating mode (app. 1-2000 acceptable daily download subject to location, circumstances, - location, static nature and type of mass 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 with synchronized wifi technology (2.4 GHz);
- Optional hotspot function (with an authorization possibility the internet can be reached only after the mandatory download of the message; automatically it can be used without constraint);
- Integrated USB 2.0 port and card reader for attaching external contents and devices;
- Ad hoc option of loading up and transferring a campaign (picture or/and voice material) with the use of the 17" colored display and built-in speaker;
- Optional, "traditional" supplementary options: broadcasting external TV shows on the integrated, or external screen (e.g. larger monitor), connecting external voice system;
- Complex, precise statistics collection;
- The complete system can be controlled online, and other supplementary functions can be handled and applied individually;
- Level of technical preparation for expansion and system integration/operation (not included in the offer);
- Free installation, training (online) and basic configuration.
- 2 year guarantee for the main units.

CPMS uses the advanced software version of the IPMS. With appropriate privileges all other devices or device groups can be controlled online from any device that is able to run a browser. Major parameters of the systems are the same. CMPS is a complex, local advertisement marketing and information system.

During its development the goal was to obtain a unique, basically innovative, versatile advertising tool for the user, which complements the wireless connection with other, traditional (e.g. visual, acoustic) options and functions, thereby providing high level multi-functionality, and accordingly a wide range of applications and high efficiency.

The modular construction allows system-level operation (configuration depending on type and individual usage preparation), exceeding the individual (CPMS) device usage.

Beside versatility, easy usage (online or on integrated screen), authorization options and reliability characterize our assets.

I. COMPLEX SYSTEM STRUCTURE

The individual CPMS devices can be arranged in groups as desired, and can be controlled accordingly (from any other device, and practically from any other instrument that is able to run a browser). It can be complemented with a server (but this is not essential), based on the individual license agreement. The central server collects, classifies and organizes the information from each individual unit, serves the information to the controller in a user-friendly way, and manages the different campaigns according to the set schedule.

II. CPMS DEVICE TECHNICAL SPECIFICATION

II.1 Schematic structure

The functional components of each CPMS device make the management of Bluetooth, Wifi and local multimedia content possible.

II.2 CPMS DEVICE DESCRIPTION

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

Each element of the system contains, depending on the specification, one to eight individual first-class microwave modules (BTU), thanks to which it can automatically, simultaneously and continuously establish connection and send messages through max. 140 channels, on the standard 2.4 GHz “Bluetooth” frequency, with a working radius of 100 (optional expansion to 300) meters.

Such increase in the efficiency of the applied technology is unique, the applied solutions are the intellectual property of the manufacturer (technical specifications/logic drawing are not public).

The instrument/instrument system can communicate with any device that is Bluetooth-compatible (mobile phones, personal computers, PDAs, etc.).

User-friendly local and/or online campaign management:

Manufacturer's developments include ensuring the ability to access those devices that are not standard Bluetooth-compatible (e.g. iPhone) and integrating the two access methods in the device. Parallel accessibility (with different authorization levels) of the implemented and system-integrated wireless local network connection (WLAN) ensures that the “message” can be transferred without constraint to any other devices with our wireless system.

Besides applying the wireless technology the complementary functions of the device make the following possible:

- Visual and/or acoustic ad hoc campaign uploads (upload of the prepared material/creative with the use of the card reader on the side of the device);
- Hot spot function depending on or independent from the content of the download (with authorization limits).

II.3 Online campaign management

Full functionality of the system is available/manageable online as well as locally with the help of the touch screen on the CPMS front panel.

III. Integration

Each functionally connected and other auxiliary functions can be handled and applied independently.

IV. Statistics

Wide range of possibilities to make statistics in connection with each campaign, typically using the following data:

- Successful downloads
- Unsuccessful downloads
- Interrupted connections
- Technical connection-interruptions
- Individual device identification
- Found device types

We can select and make statistics based on individual demand according to different criteria from the large quantity of data extracted (several hundreds of thousands).

From a marketing point of view, the clearly realized accesses, the exact statistical data of the application of the device system, and the exact measurement of efficiency provide advantages compared to other devices.

The individual settings are configured based on customer demand.

The different versions of CPMS 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 American industrial property rights protection.