

ANTAMEDIA HOTSPOT SOFTWARE

CONTROL WIFI AND ENGAGE YOUR CUSTOMERS



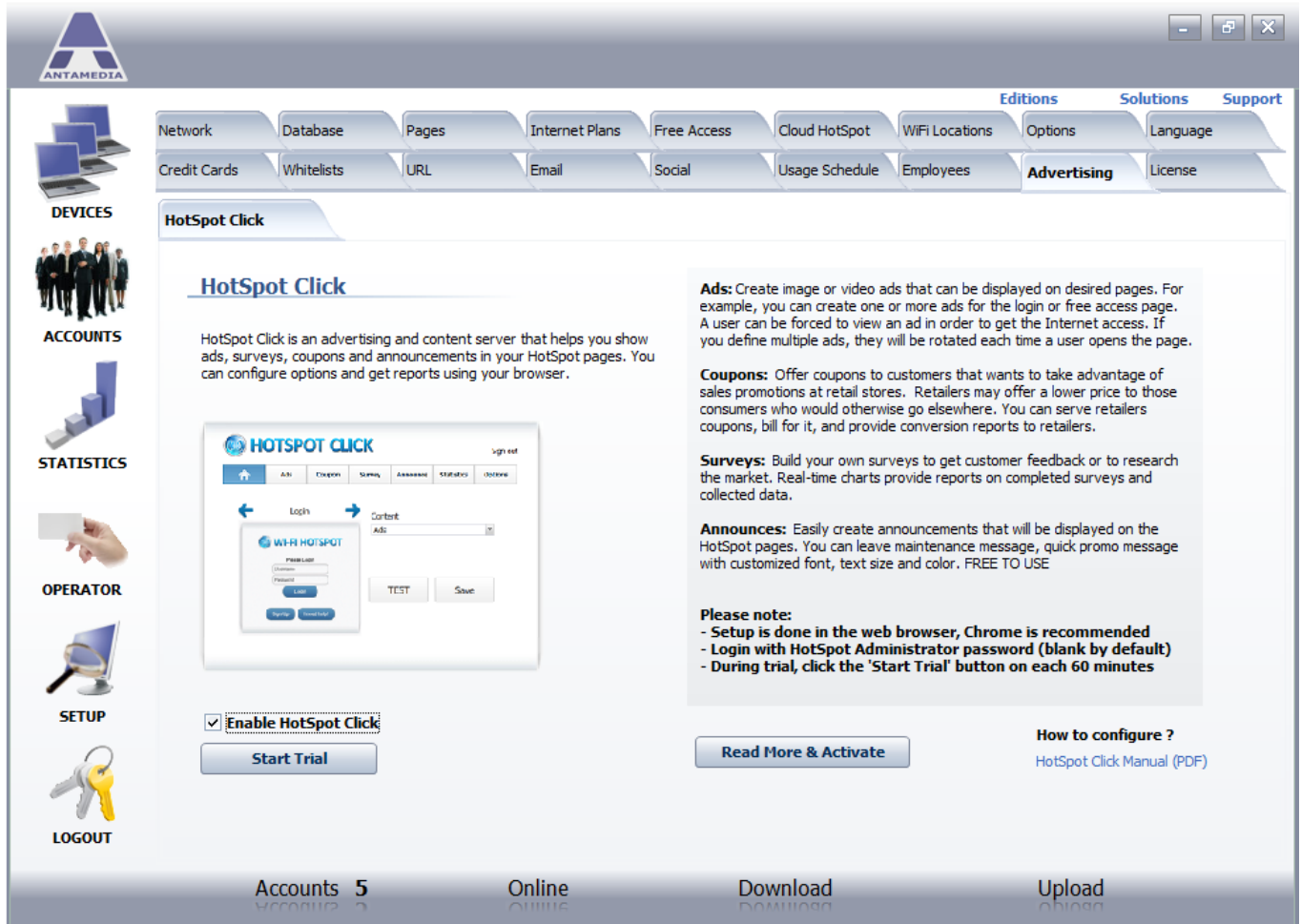
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1 HotSpot Click

1.1 What is HotSpot Click ?

Advertising can be a great way to increase revenue by displaying ads and content of other companies within your Hotspot web pages. **HotSpot Click** is an advertising and content server that helps you to show ads, surveys, coupons and announcements. You can offer free Wi-Fi access in exchange for ad watching and get real-time ad click and impression reports. HotSpot Click allows you to configure it and get statistical reports through an intuitive web interface using your browser.



HotSpot Click

HotSpot Click is an advertising and content server that helps you show ads, surveys, coupons and announcements in your HotSpot pages. You can configure options and get reports using your browser.

Ads: Create image or video ads that can be displayed on desired pages. For example, you can create one or more ads for the login or free access page. A user can be forced to view an ad in order to get the Internet access. If you define multiple ads, they will be rotated each time a user opens the page.

Coupons: Offer coupons to customers that wants to take advantage of sales promotions at retail stores. Retailers may offer a lower price to those consumers who would otherwise go elsewhere. You can serve retailers coupons, bill for it, and provide conversion reports to retailers.

Surveys: Build your own surveys to get customer feedback or to research the market. Real-time charts provide reports on completed surveys and collected data.

Announcements: Easily create announcements that will be displayed on the HotSpot pages. You can leave maintenance message, quick promo message with customized font, text size and color. FREE TO USE

Please note:

- Setup is done in the web browser, Chrome is recommended
- Login with HotSpot Administrator password (blank by default)
- During trial, click the 'Start Trial' button on each 60 minutes

Enable HotSpot Click

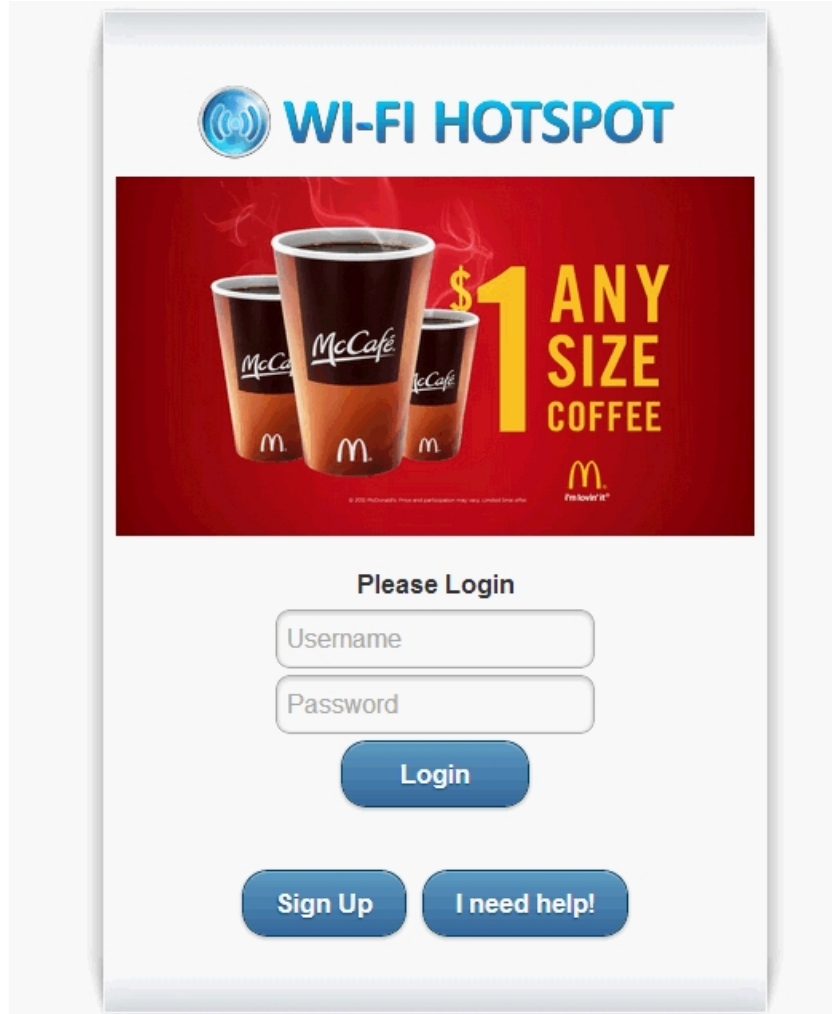
[Start Trial](#)

[Read More & Activate](#)

[How to configure ?](#)
HotSpot Click Manual (PDF)

Accounts 5 Online Download Upload

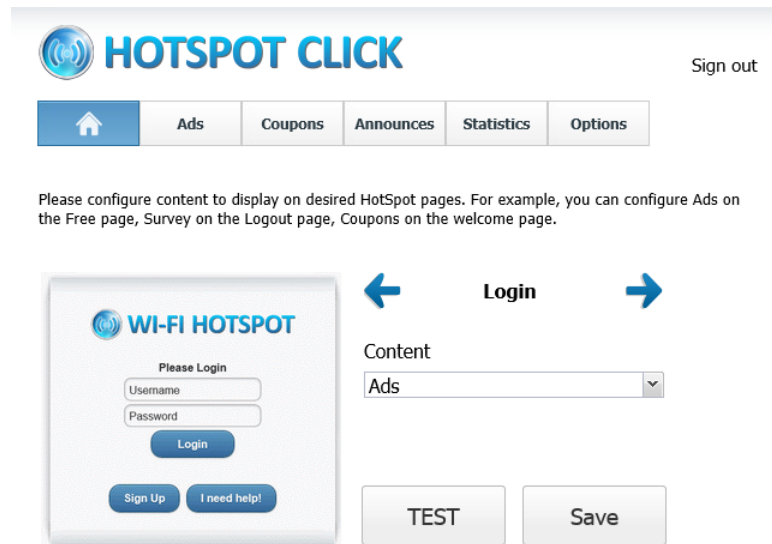
- **Ads:** Create image or video ads that can be displayed on desired pages. For example, you can create one or more ads for the login or free access page. A user can be forced to view an ad in order to get the Internet access. If you define multiple ads, they will be rotated each time a user opens the page.
- **Coupons:** Offer coupons to customers that want to take advantage of sales promotions at retail stores. Retailers may offer a lower price to those consumers who would otherwise go elsewhere. You can serve retailers coupons, bill for it, and provide conversion reports to retailers.
- **Surveys:** Build your own surveys to get customer feedback or to research the market. Real-time charts provide reports on completed surveys and collected data. Currently surveys can be set only in logout page.
- **Announcements:** Easily create announcements that will be displayed on the HotSpot pages. You can leave maintenance message, quick promo message with customized font, text size and color. This option is free for all licensed HotSpot users.



1.2 Starting HotSpot Click

To activate **HotSpot Click**, please go to Setup - Advertising page and enable this feature, then click **Save**(licensed version) or ***Start Trial** button. Application will start and your default browser will be launched automatically, we recommend using Google Chrome. You can login with default credentials: **Administrator** username and blank password.

From the main screen you should select which HotSpot web pages will show additional content and what type they will display. After you configure desired settings, press **Save** button to apply them or click **TEST** to check how the page will look in customer's browser.



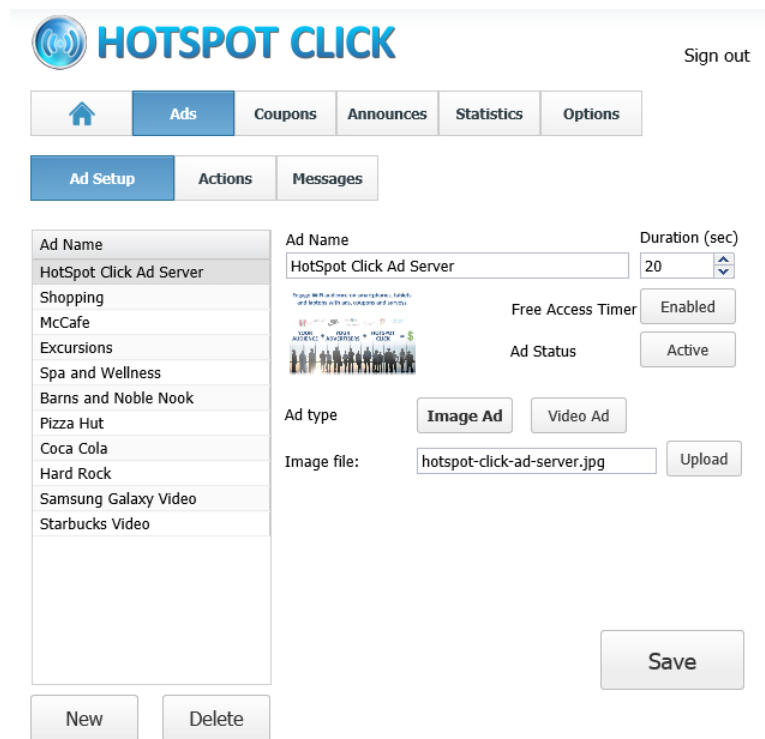
*Note that during trial period Click will stop working after 60 minutes, after that you should press Start Trial button again.

1.3 Ads

To configure new ads or modify existing, click **Ads** button on the top bar, next to home icon. The page will show a list of available items, select one to modify it or press **Delete** to remove the ad. Ads are rotated each time user opens the page. To create an ad, click **New** button located under the list, configure the settings and then press **Save**.

HotSpot Click supports image (.jpg) and video (.mp4, .webm, .ogv) files. For each ad you should configure 3 sections:

- **Ad Setup** - Under this tab you can configure basic settings like ad name and path to the image/video file.
- **Actions** - Configure which action will be performed after the user had watched the ad.
- **Messages** - Customize the appearance of countdown timer and message shown after the ad.



The screenshot shows the 'HOTSPOT CLICK' dashboard. At the top right is a 'Sign out' link. Below the header is a navigation bar with buttons for Home, Ads (selected), Coupons, Announces, Statistics, and Options. Under the 'Ads' button, there are three sub-tabs: Ad Setup (selected), Actions, and Messages.

The 'Ad Setup' section contains the following fields and controls:

- Ad Name:** A list of existing ad names including 'HotSpot Click Ad Server', 'Shopping', 'McCafe', 'Excursions', 'Spa and Wellness', 'Barns and Noble Nook', 'Pizza Hut', 'Coca Cola', 'Hard Rock', 'Samsung Galaxy Video', and 'Starbucks Video'. Below this list are 'New' and 'Delete' buttons.
- Ad Name (input):** 'HotSpot Click Ad Server'
- Duration (sec):** A dropdown menu set to '20'.
- Free Access Timer:** A toggle switch set to 'Enabled'.
- Ad Status:** A toggle switch set to 'Active'.
- Ad type:** Radio buttons for 'Image Ad' (selected) and 'Video Ad'.
- Image file:** An input field containing 'hotspot-click-ad-server.jpg' and an 'Upload' button.
- Save:** A large button at the bottom right of the configuration area.

Ad Setup

- Ad Name** Set the name of the ad, so you can refer to it inside the Click, Hotspot users will not see this name.
- Duration (sec)** Use this option to set how long user has to watch the ad before getting Internet access.
- Free Access timer** Enable or disable countdown message that is displayed on top of the ad. Disable this option if you don't want to allow free access to users after they watch the ad.
- Ad Status** Set whether the ad will be shown to Hotspot users.
- Ad Type** Select one of the two available ad formats, HotSpot Click supports image (.jpg) and video (.mp4, .webm, .ogv) files.
- Image/Video file** To upload the ad file, click **Upload** button, choose the file from hard drive

Actions

- Advertiser URL** Set a web site that will open when user clicks on the ad image/video
- After watching the ad, user will start Internet browsing with** Choose whether the user will start to browse with Advertiser URL, a custom web address or collect data page

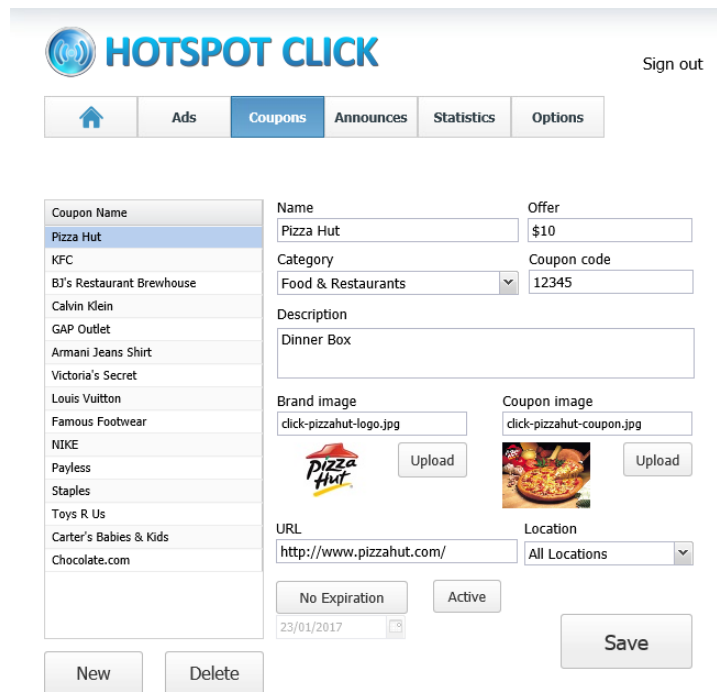
Messages

- Text** Enter the timer message text or leave default variable if you need multilanguage support, text for this variable can be configured from Hotspot - Setup - Language - Browser Language page
- Text font** Select desired font type using this field
- Text size, alignment** Choose Text size and Alignment within the message box
- Text color, background** Set the color for text and background, HTML color codes have to be used (<http://html-color-codes.info/>)

1.4 Coupons

To configure the coupons in Click, press **Coupons** button on the top bar. The page will show a list of available items, select one to modify it or press **Delete** to remove the coupon. To create a coupon, click **New** button located under the list, configure the settings and then press **Save**.

- Name** Set the name of the coupon, so you can refer to it inside the Click.
- Offer** Set the specific offer for coupon (like 10% off, 5\$ credit etc.)
- Category** Select coupon category, define new categories under Options - Categories tab
- Coupon code** Enter alphanumeric code for the coupon
- Description** Enter a short description of the offer in this field
- Brand image** Upload a brand image(jpg, png, bmp or gif), this icon will be displayed in coupon grid on HotSpot web page
- Coupon image** Upload a coupon image(jpg, png, bmp or gif), users will see this image after they open the coupon
- URL** Specify URL address of the advertiser, user will be redirected to this address after clicking **Open Site** button
- Expiration** (Optional) Configure the coupon expiration date
- Active** Use this button to enable or disable displaying of this coupon

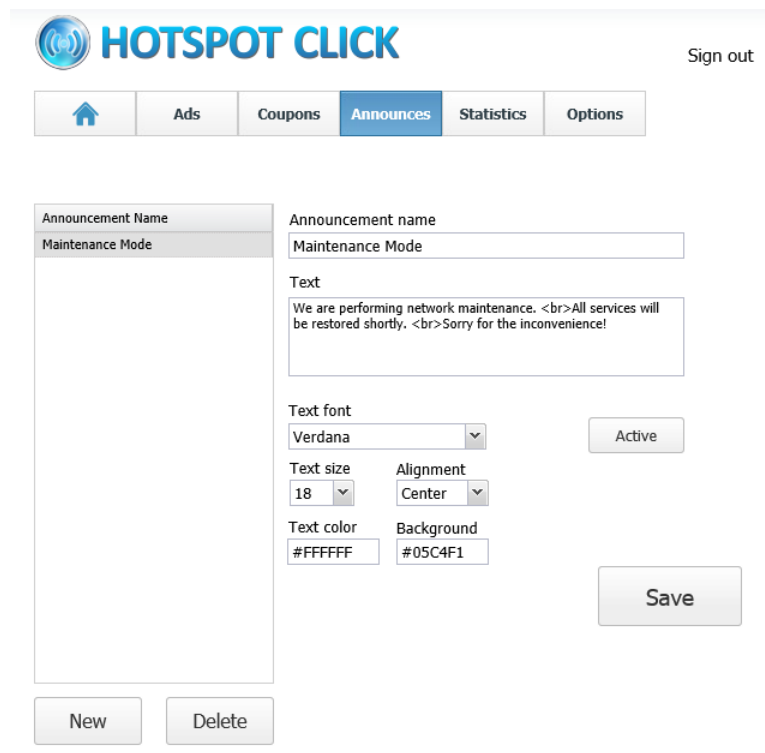


The screenshot shows the 'HOTSPOT CLICK' interface with a navigation bar containing 'Home', 'Ads', 'Coupons', 'Announces', 'Statistics', and 'Options'. The 'Coupons' tab is active. On the right, there is a 'Sign out' link. Below the navigation bar is a list of coupon names: Pizza Hut, KFC, BJ's Restaurant Brewhouse, Calvin Klein, GAP Outlet, Armani Jeans Shirt, Victoria's Secret, Louis Vuitton, Famous Footwear, NIKE, Payless, Staples, Toys R Us, Carter's Babies & Kids, and Chocolate.com. The 'Pizza Hut' coupon is selected. The configuration form includes fields for Name (Pizza Hut), Offer (\$10), Category (Food & Restaurants), Coupon code (12345), and Description (Dinner Box). There are upload buttons for Brand image (click-pizzahut-logo.jpg) and Coupon image (click-pizzahut-coupon.jpg). The URL is set to http://www.pizzahut.com/ and the Location is set to All Locations. There are buttons for 'No Expiration', 'Active', and 'Save'. A date field shows 23/01/2017. At the bottom left, there are 'New' and 'Delete' buttons.

1.5 Announces

To configure new announcements or modify existing, click **Announces** button on the top bar. The page will show a list of available items, select one to modify it or press **Delete** to remove an announcement.

- Announcement name** Enter the name of the item, so you can refer to it inside the Click.
- Text** Enter the text for the announcement
- Text font** Select desired font type using this field
- Text size, alignment** Choose Text size and Alignment within the announcement box
- Text color, background** Set the color for text and background, HTML color codes have to be used (<http://html-color-codes.info/>)
- Active** Use this button to enable or disable this announcement

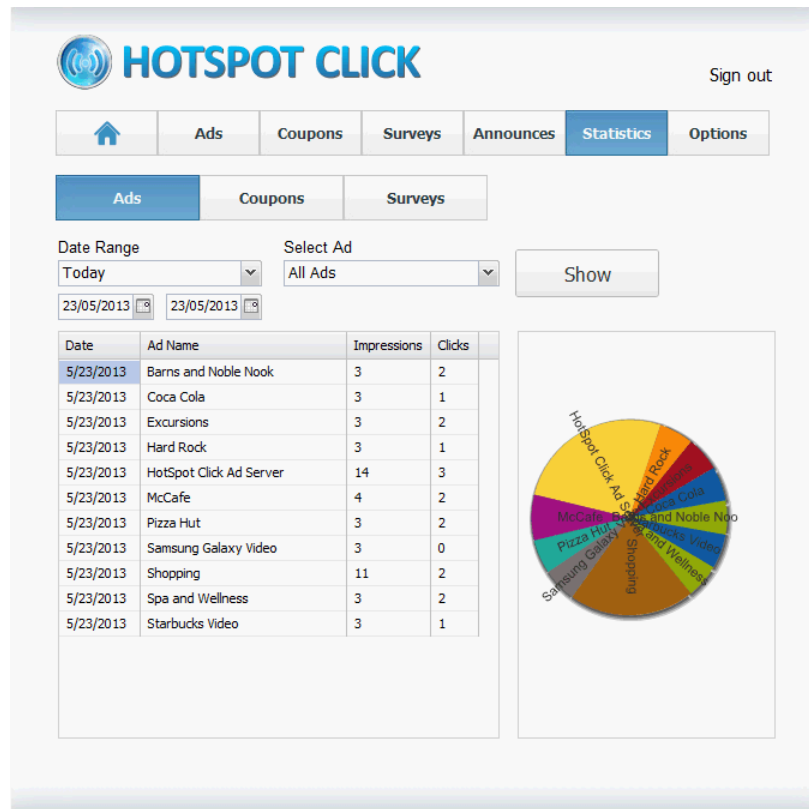


The screenshot shows the 'HOTSPOT CLICK' interface with the 'Announces' tab selected. The configuration form includes the following fields and controls:

- Announcement Name:** A text input field containing 'Maintenance Mode'.
- Text:** A text area containing the message: 'We are performing network maintenance.
All services will be restored shortly.
Sorry for the inconvenience!'.
- Text font:** A dropdown menu set to 'Verdana'.
- Text size:** A dropdown menu set to '18'.
- Alignment:** A dropdown menu set to 'Center'.
- Text color:** A color picker set to '#FFFFFF'.
- Background:** A color picker set to '#05C4F1'.
- Active:** A button to toggle the announcement status.
- Save:** A button to save the configuration.
- New:** A button to create a new announcement.
- Delete:** A button to delete the current announcement.

1.6 Statistics

From this section you can view and examine statistical data, HotSpot Click collects data on each customer engagement. Impressions and clicks data is available for ads, coupons and surveys. To display pie-chart report for all items for specified time period, please select starting and ending date manually or select a period from **Date Range** drop-down menu and press **Show** button.



HOTSPOT CLICK Sign out

Home | Ads | Coupons | Surveys | Announces | **Statistics** | Options

Ads | Coupons | Surveys

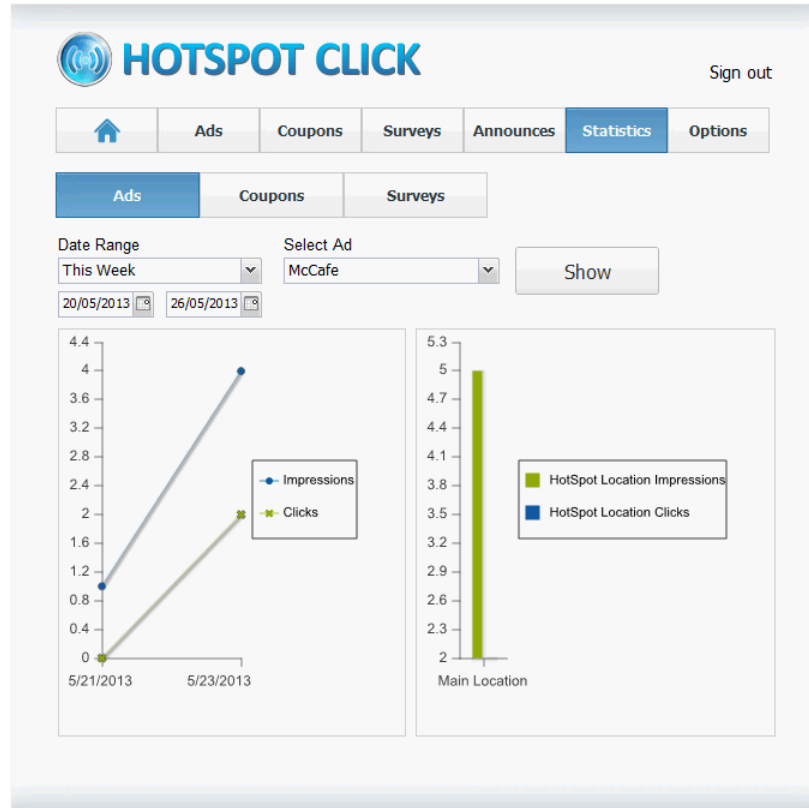
Date Range: Today | Select Ad: All Ads | Show

23/05/2013 | 23/05/2013

Date	Ad Name	Impressions	Clicks
5/23/2013	Barns and Noble Nook	3	2
5/23/2013	Coca Cola	3	1
5/23/2013	Excursions	3	2
5/23/2013	Hard Rock	3	1
5/23/2013	HotSpot Click Ad Server	14	3
5/23/2013	McCafe	4	2
5/23/2013	Pizza Hut	3	2
5/23/2013	Samsung Galaxy Video	3	0
5/23/2013	Shopping	11	2
5/23/2013	Spa and Wellness	3	2
5/23/2013	Starbucks Video	3	1

The pie chart visualizes the data from the table, showing the relative proportion of impressions and clicks for each ad. The largest slice is for 'HotSpot Click Ad Server' (14 impressions, 3 clicks).

Click can also display report for a specific item which shows impressions and clicks comparison chart and location comparison. To display it, select date range like described above, choose the item from **Select Ad\Coupon\Survey** field and click **Show** button.



1.7 Options

Advertisers

From **Options - Advertisers** page you can manage accounts of Click users, add new, modify or delete existing. There are two types of users:

- **Administrator** - User has access to all Click sections, administrators can create or remove other users, manage coupon categories and edit Click HTML code.
- **Advertiser** - Users of this type do not have access to **Options** section, they can manage allowed content types and view the statistics.

Categories

From this page you can manage product/service categories for coupons in Click.

Code

Advanced users with HTML and JavaScript knowledge can directly edit Ads(image and video type) and Coupons code.



The screenshot shows the 'HOTSPOT CLICK' interface with the 'Options' menu selected. Under 'Options', the 'Code' sub-menu is active. The 'Code' section is further divided into 'Image HTML' and 'Video HTML'. The 'Image HTML' section contains two text areas: 'Ad HTML Script' and 'Ad HTML Content'. The 'Ad HTML Script' area contains JavaScript code for a timer and a countdown function. The 'Ad HTML Content' area contains HTML code for a timer display and an advertisement content container. A 'Save' button is located at the bottom right of the code editor.

```

Ad HTML Script
<script language="javascript">
function timer(time,update,complete) {
var start = new Date().getTime();
var interval = setInterval(function() {
var now = time-(new Date()).getTime()-start);
if( now <= 1000) {
clearInterval(interval);
complete();
}
else update(Math.floor(now/1000));
},100);
}

function countdown_time(){
timer(%TIME%,
function(timeleft)
{document.getElementById('timer').innerHTML
= "#PLEASE-WAIT# "+timeleft;},
%SHOWTIMER%
);
}

```

```

Ad HTML Content
<div id="show_timer" style="width:100%; height:34px; background-color:%TLBACKGROUND%; text-align:%TLALIGN%;"><span id="timer" style="margin:0px 0px 0px 0px; color:%TLFONTCOLOR%; font-family:%TLFONT%,Geneva,sans-serif; font-size:%TLFONTSIZE%px; text-shadow: 0 1px 0 #555555;"></span></div>

<div id="click_ad_content"
onClick="f_AdvertiserURL()"></div>

```

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