ANTAMEDIA

HOTSPOT SOFTWARE

CONTROL WIFI AND ENGAGE YOUR CUSTOMERS

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Table of Contents

Part 1 HotSpot Click 1

1 What is HotSpot Click ? 1
2 Starting HotSpot Click 3
3 Ads 4
4 Coupons 6
5 Announces 7
6 Statistics 8
7 Options 10

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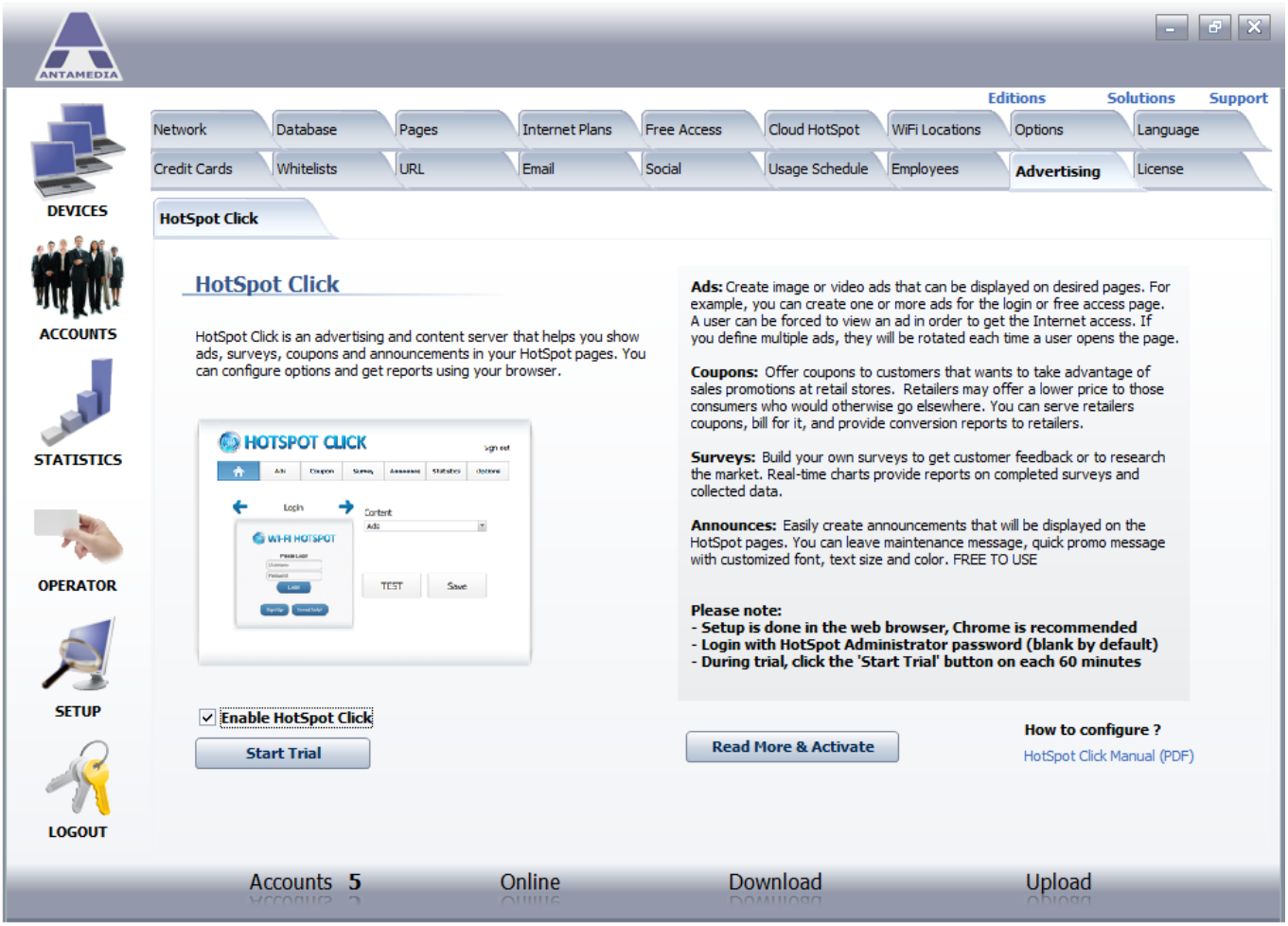
1 HotSpot Click

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.

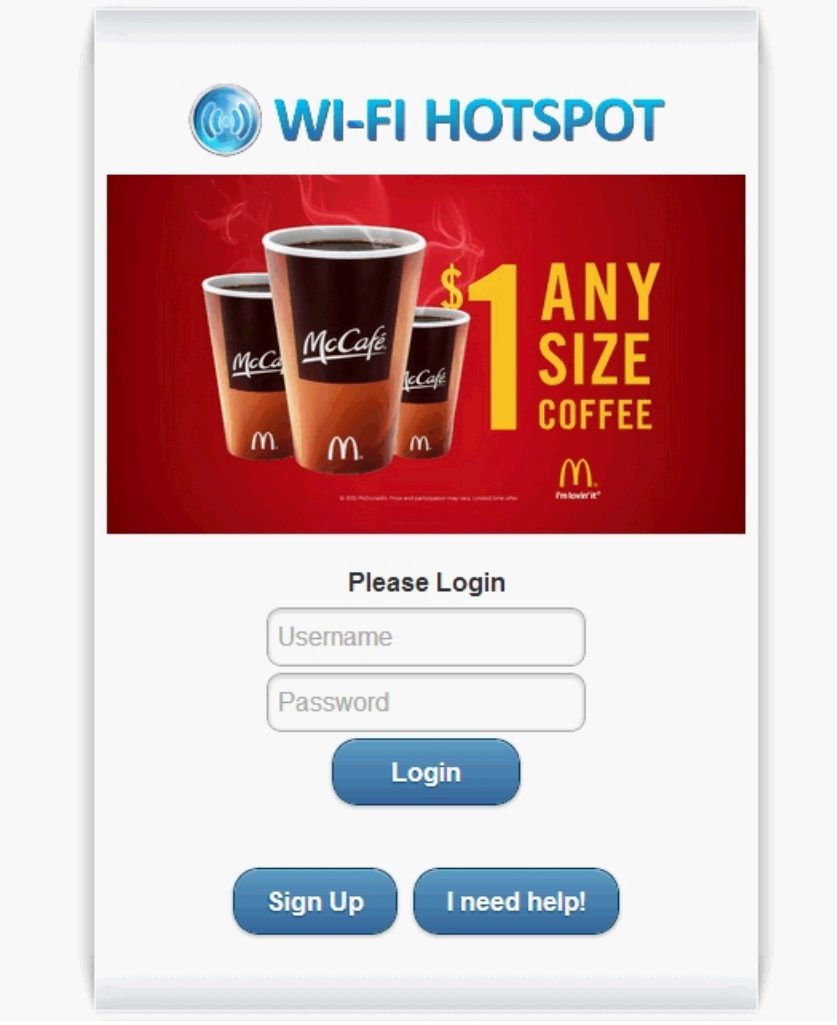


- **Ads:** Create image or video ads that can be displayed on desired pages. For example, you can create one or more ads for the login or free access page. A user can be forced to view an ad in order to get the Internet access. If you de?ne multiple ads, they will be rotated each time a user opens the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

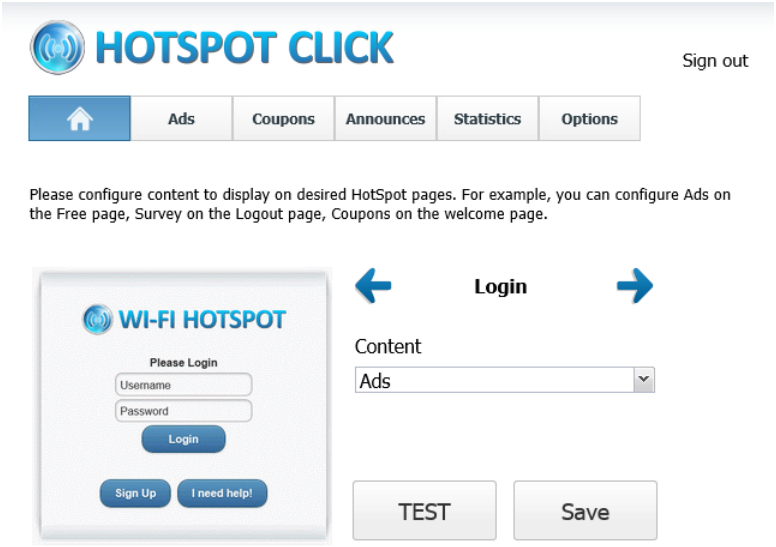
- **Announcements:** Easily create announcements that will be displayed on the HotSpot pages. You can leave maintenance message, quick promo message with customized font, text size and color. This option is free for all licensed HotSpot users.



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.



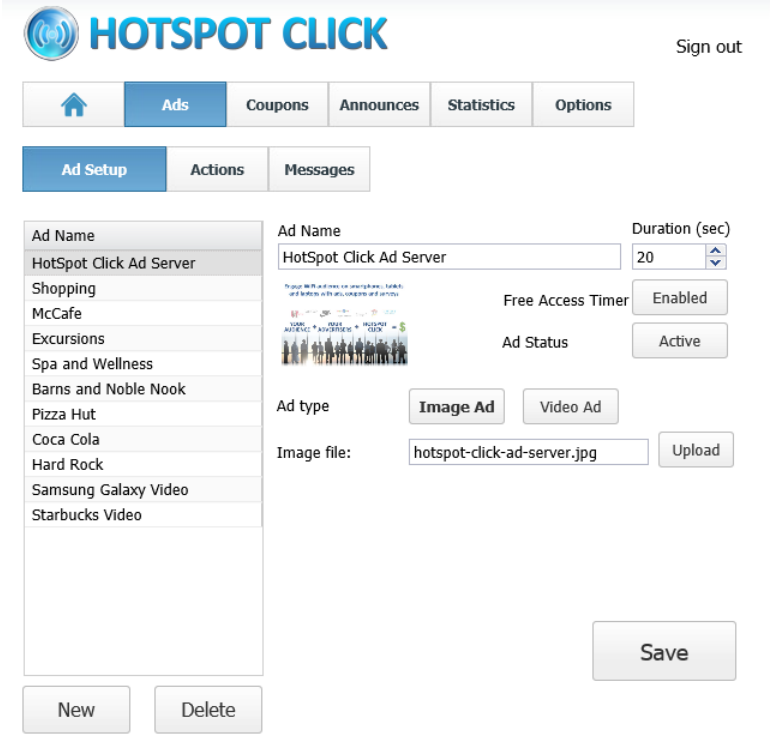
*Note that during trial period Click will stop working after 60 minutes, after that you should press Start Trial button again.

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.



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/)

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1.4 Coupons

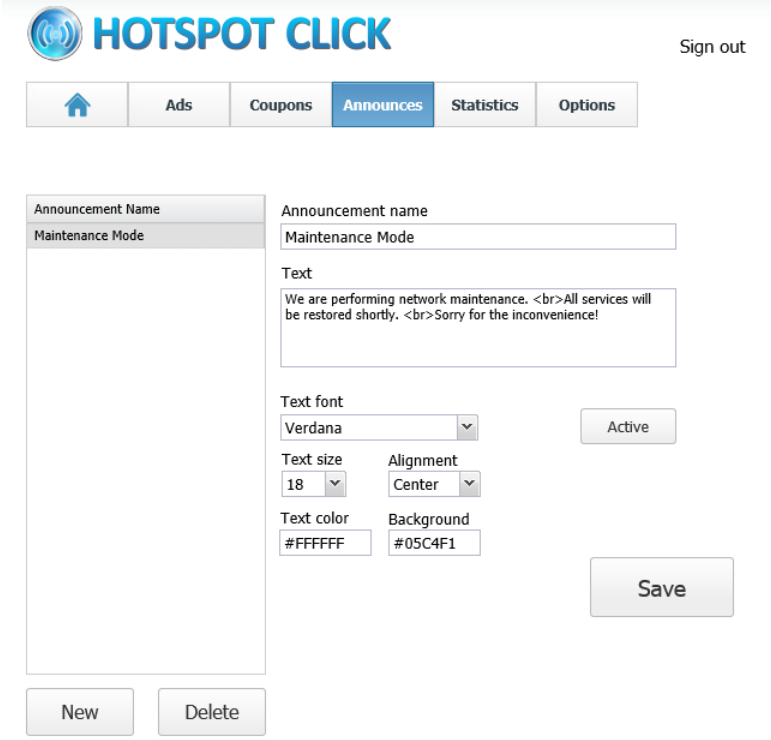
To configure the coupons in Click, press **Coupons** button on the top bar. The page will show a list of available items, select one to modify it or press **Delete** to remove the coupon. To create a coupon, click **New** button located under the list, configure the settings and then press **Save**.

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 alfanumeric 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

1.5 Announces

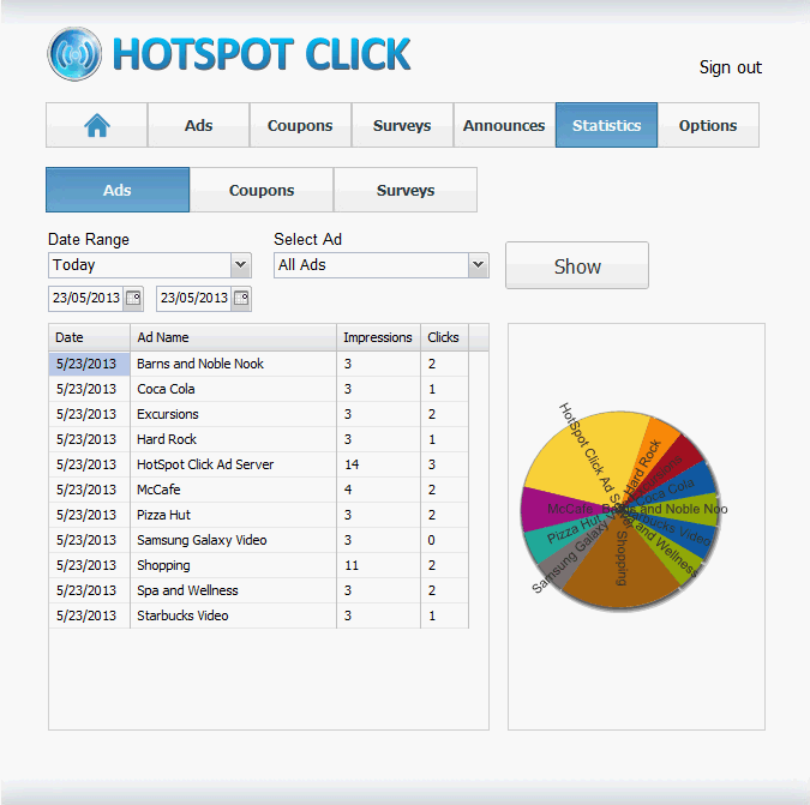
To configure new announcements or modify existing, click **Announces** button on the top bar. The page will show a list of available items, select one to modify it or press **Delete** to remove an announcement.

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

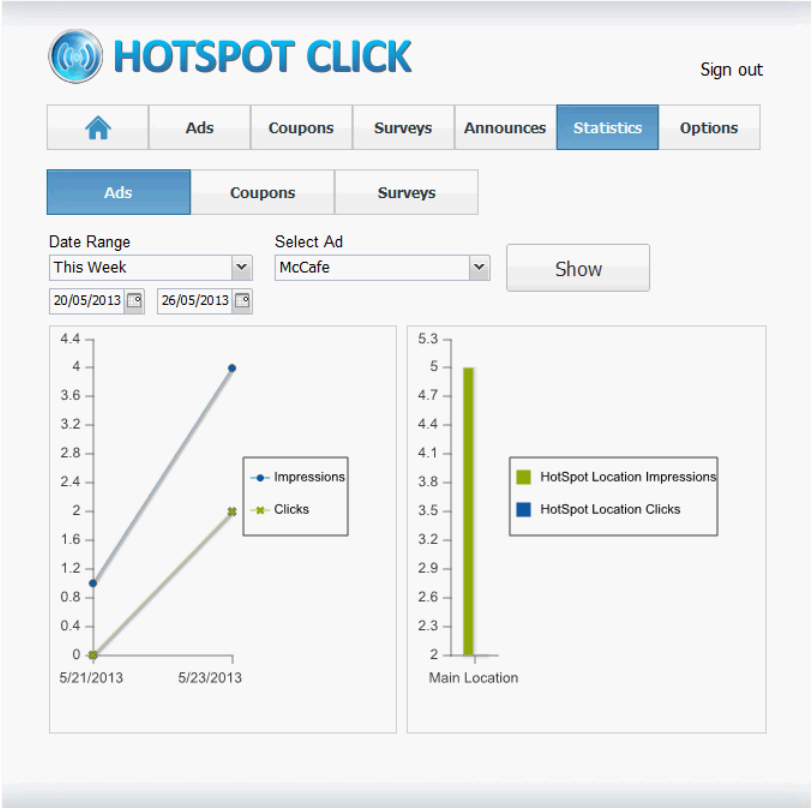


1.6 Statistics

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.



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.


HOTSPOT CLICK
Sign out
Ads
Coupons
Surveys
Announces
Statistics
Options
Ads
Coupons
Surveys
Date Range
This Week
20/05/2013
26/05/2013
Select Ad
McCafe
Show
4.4
4
3.6
3.2
2.8
2.4
2
1.6
1.2
0.8
0.4
0
5/21/2013
5/23/2013
Impressions
Clicks
5.3
5
4.7
4.4
4.1
3.8
3.5
3.2
2.9
2.6
2.3
2
Main Location
HotSpot Location Impressions
HotSpot Location Clicks

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.

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