

# FUTURLINK AP Suite



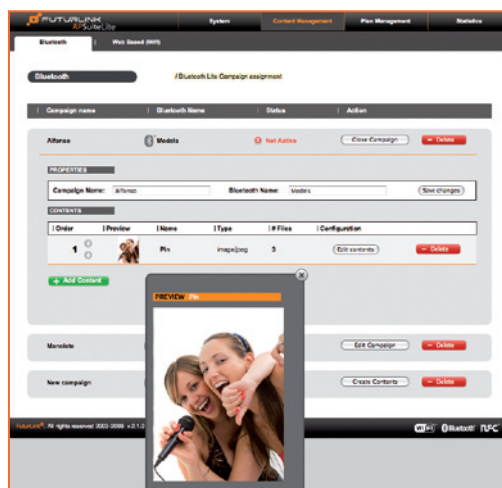
## Lite version

The **FuturLink APSuite Lite** is a browser based application to manage a standalone FuturLink Access Point connected to a PC through a network connection. It is a user friendly tool for creation, management and control of Mobile Marketing campaigns.

### Key Features

- Simple tool to manage a standalone FuturLink AP400
- Multi-Format mobile content support and manual assignment to mobile phone models
- Content Management tool
- Easy programming of campaigns
- Access to Statistics & Charts
- Configuration and Control of all FuturLink Access Point parameters
- Perpetual license model

### Content Management



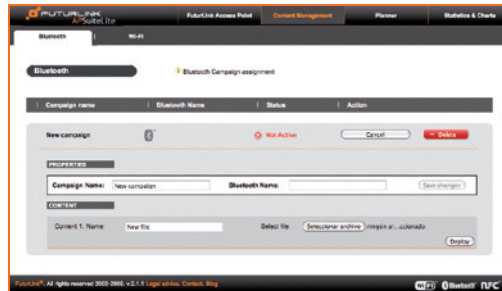
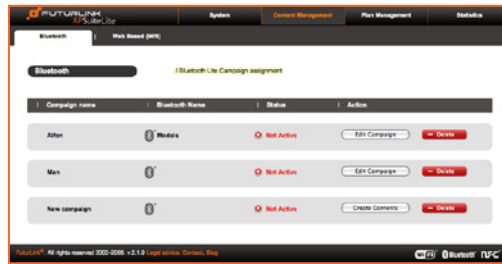
The **Content Management** section allows you to manage your content to create Mobile Proximity Marketing campaigns in minutes.

The FuturLink APSuite Lite **supports all content types** that meet the basic compatibility requirements of mobile phones. Once the content is uploaded to FuturLink APSuite Lite, it can be manually assigned to more than 1,300 mobile phone models.

**SW**  
SOFTWARE  
Web Based

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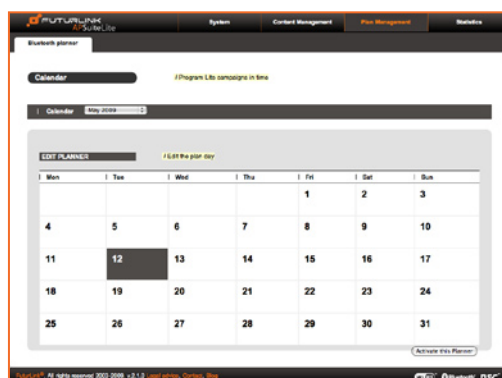
## Network Management



## Planner



Another important feature of the FuturLink AP Suite Lite is the **campaign plan management** system, which enables users to plan Mobile Marketing campaigns in advance, choose the time period and frequency of the content to be sent.



Through the FuturLink AP Suite Lite's **Configuration Management System**, it is possible to configure and supervise the FuturLink Access Point service. It allows setting up the **Bluetooth®** coverage radius (from 3 to 100 meters), synchronize your FuturLink Access Point or view other status information related to the Access Point.

The FuturLink AP Suite Lite also offers the ability to **configure network parameters** of the FuturLink Access Point; it could be used with Ethernet or other network connections as 3G/GPRS, depending on the network infrastructure available.

FuturLink AP Suite Lite allows you to manage only one FuturLink Access Point. To manage a network of FuturLink Access Points, FuturLink AP Suite Advanced is required.

FuturLink Headquarters  
District 22@  
C/Almogàvers, 107-119  
T. +34-93.300.88.66  
F. +34-93.485.13.18  
info@futurlink.com

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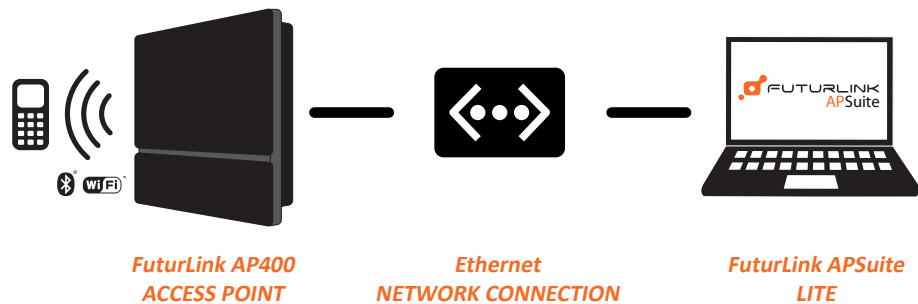
# FUTURLINK APSuite

## Statistics and Charts



FuturLink Access Points along with FuturLink APSuite Lite show real time statistics in a transparent way. The software **provides statistics and charts** of the number of mobile phones detected, total downloads and total rejected for each Bluetooth campaign generated by FuturLink APSuite Lite.

The FuturLink APSuite Lite is a result of FuturLink's leadership in innovation and its continuous effort to be one step ahead in Mobile Proximity Marketing solutions.



## System Requirements

- *Compatible Hardware: FuturLink AP400*
- *Compatible with Firefox, Safari, Opera, Internet Explorer (Minimum 7.0)*
- *MSXML 5.0 from Microsoft Corporation® required when Internet Explorer is used*
- *Internet Connection required for installation and upgrades*

# FUTURLINK APSuite

**FuturLink APSuite Versions - Comparative Table**

Version	FuturLink APSuite Lite	FuturLink APSuite Advanced
<b>General</b>		
Application type	Browser Based	Desktop based with ASP connection
<b>Content Management</b>		
Automatic Adaptation of Content	No	yes
Application Creator	No	Yes
Asignation of Content	Manual	Automatic and Semiautomatic for Applications
Sending of alternative content to specific phones	Yes	Yes
Sequential content schedule	No	Yes
Contest Creation	No	Yes
Automatic Detection of more than 1,200 Mobile Phone Models	Yes	Yes
<b>Planner</b>		
Campaign Plan	20 campaigns	20 campaigns, 10 sequential contents per campaign
Campaign Configuration	Start/End Date, Start/End Time, Frequency, Priority	Start/End Date, Start/End Time, Frequency, Priority
<b>StandAlone /Multiple Access Point Mode</b>		
Access Point Management	Standalone Access Point	Standalone/ Multiple Access Points
<b>Access Point Configuration</b>		
Bluetooth Coverage	Yes (3 to 100 meters)	Yes (3 to 100 meters)
Campaign Methods	(Push and Pull) Depending on the technology used (Bluetooth or Wi-Fi)	(Push and Pull) Depending on the FuturLink hardware model and/or technology
Wi-Fi Status	Yes	Yes
Synchronization Period	Yes	Yes
Control Number of Invitations to a Mobile Phone	Yes	Yes
<b>Multiple Access Points Management</b>		
Organize Access Point in Zones	No	Yes
Cooperation Mode - Control of sending of duplicate content	No	Yes
Master Slave Mode - Load Balancing in a group of Access Points	No	Yes
<b>Network Connections Configuration</b>		
Ethernet (or Wi-Fi using an external Wi-Fi bridge)	Yes	Available but without tools to adjust settings
3G/GPRS	Yes	Available but without tools to adjust settings
<b>Statistics &amp; Charts</b>		
Bluetooth Statistics	Yes	Yes
Total detected	Yes	Yes
Total downloads	Yes	Yes
Total rejected	Yes	Yes
Wi-Fi Statistics	No	Yes
Detailed Content Statistics	No	Yes
Brands/Mobile Phones Statistics	No	Yes
Start and End Date of Statistics	No	Yes
<b>Others</b>		
User Management	No	Yes
Programing of Power ON/OFF	Yes	Yes
Internet Connection	Required just for Set-up and Upgrades	Required