

FUTURLINK KIOSK Software



Futurlink **Kiosk Software** is designed to transform a simple interactive screen into a content distribution system sending content to mobile phones via *Bluetooth®*.

Key Features

- Easy integration into an interactive screen
- Fast and simple for the end user
- Scalable and Modular
- Online or Offline content management
- Multi-format content support
- Charts for Statistics
- Multilanguage support

Creating Pull Proximity Marketing campaigns is so **easy** with the FuturLink Kiosk Software. It is an application that when installed into an interactive screen, provides a simple way to download multimedia content from the hardware to mobile phones.

To use the FuturLink Kiosk Software in an interactive screen, it is necessary to follow these simple steps:

1- Install FuturLink Kiosk Software in each one of the hardware units

2- Integrate the FuturLink Kiosk Software with the existing interactive screen Content Management System / Interface Management (Flash, PHP, HTML), creating the communication between FuturLink Kiosk Software and the content to be downloaded.

The software can manage content online using FTP or another tool depending on its network integration infrastructure. In case there is no network infrastructure available, the content can also be managed in an offline mode.

The FuturLink Kiosk Software **supports all content types that meet the basic compatibility requirements of mobile phones.**

Campaign effectiveness can also be measured as FuturLink Kiosk Software offers the possibility of viewing **Statistics of Charts**; number of downloads, according to months, weeks, specific time periods and specific content.

Statistics can be accessed in **online or offline mode**. If the interactive screen is connected to the Internet, the charts can be accessed from the FuturLink Kiosk Software statistics website from any computer. If it is not connected to the internet, it is necessary to first get the statistics data from the hardware that is using FuturLink Kiosk Software, into an external device and then upload it to the FuturLink Kiosk statistics website from any computer with an internet connection.

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The FuturLink Kiosk Software includes **Multilanguage support** and can be accessed in English, Spanish and any other language can be incorporated under requirement.

The software **makes downloads to mobile phones very easy** and user-friendly as the process is fast and simple for the end user.

The FuturLink Kiosk Software 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

Hardware:

- Minimum 512 MB RAM
- Minimum 200 MB Hard Disk
- A Bluetooth dongle that uses a Microsoft Standard Bluetooth driver (Microsoft Bluetooth Stack)

Software / Operating System:

- Windows XP Tablet PC®
- Windows XP embedded®
- Windows Embedded Standard®

Internet:

- Internet connection required for the activation of FuturLink Kiosk Software
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Integrate FuturLink Kiosk Software into:



Interactive Screens



Kiosks