



SMS Management System

User Manual



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SL Interactive TextSCREEN Introduction

SL Interactive TextSCREEN is a new interactive technology that allows patrons in your venue to simply send messages to screens for everyone to view. The system works by enabling your clientele to send text messages to a designated phone number which would then be formatted and projected onto a large screen at your venue.

One of the best things about TextSCREEN is that it's extremely easy to use and highly effective. All of TextSCREEN's features allow you to collect the mobile phone number of every single user. You can later use this database of phone numbers with the built in bulk text messaging feature to send text message promotions and event notifications to your customers. TextSCREEN also gives you the ability to generate revenue from advertising and Premium SMS. Your venue can earn revenue of every message you generate and our custom designed templates allow you to sell advertising space to your sponsors and affiliates, giving them maximum exposure on your screens.

TextSCREEN's easy to use online software can also be customized to suit the needs of your particular venue or campaign.

This manual is aimed to act as a guide to help you effectively implement and get the most out of your TextSCREEN system.

Features

Here's a quick overview of some of the features of **TextSCREEN**.

SMS messages to TV Screens and projected screens:

Encourage your guests to interact! **TextSCREEN** allows your clients to send text messages via SMS to the screens in your club. While guests are having fun chatting and flirting on the projection screens you are simultaneously building a database of mobile numbers.

Content filter:

An automated content filter will be applied to all incoming messages before they are displayed on screens. The filtering system uses a 'blacklist' of words and it will replace these with asterisks where applicable. Additional backend message management system will allow DJ's or System Administrators to monitor and moderate the message flow and remove messages completely if needed.

Private chatting:

The built-in private chat messaging feature allows your guests to send messages directly to each other's phones! This feature is ideal for singles parties and dating events. All phone numbers and names are kept confidential as text messages are sent to private user names. This feature is a great way to connect singles!

SMS Competitions:

The **TextSCREEN** system is ideal for competitions, promotions and special offers as it allows your customers a chance to win a prize while building a database of phone numbers for your establishment. By texting in keywords to **TextSCREEN**, customers can automatically be entered into a draw. Our built-in Random Winner mechanism can then randomly select a winner and send back a message informing the user of their win. This strategic way of collecting customer contact information allows you to alert them of your next big event in the quickest and most effective way. Bulk text messages and advertisements can be sent out at any time through the system.

Text Song Request:

Let your crowd interact with your DJ with a simple text message. Set your night's mix list or get your concert's audience to decide which song your band should play next.

Text Birthday Shout outs:

Birthday announcements can be a hassle to arrange in the middle of a busy and loud venue, incorrect information is all too common. Text Birthday Shout outs automates the process so your audience can get in their announcements.

Bulk Messaging:

After using **TextSCREEN** and compiling a database of phone numbers, bulk messages and alerts can be sent out at anytime. No more printing costs and no need for data entry. **TextSCREEN** allows you to advertise electronically without paper, easily and quickly.

Custom Screen Templates:

We custom design screen templates to match the look, feel and atmosphere of your venue. Our templates allow you to give valuable advertising space to your sponsors, allowing you to generate more revenue. **TextSCREEN** pays for itself and can actually help you generate a profit!

How does **TextSCREEN work for Nightclubs/Bars/Pubs?**

When you are holding an event **TextSCREEN** software allows your customers to send text messages to the screens in your venue. This creates an interactive atmosphere as well as providing you with valuable information as more and more customers send messages from their phones to the screens. **TextSCREEN** software simultaneously builds a database of all your customers.

With State Government Approved Random Winner generator you can also manage a range of different competitions with ease. Winners of the competitions can be notified with a simple SMS in a matter of seconds.

Part A

A Users View

This section of the manual explains in detail how users interact with TextSCREEN. You will also find examples and information about how patrons can interact with and use TextSCREEN, from sending their first message to sending private messages to specific users.

Getting Started

When a patron decides to start using TextSCREEN, they first need to register a *SCREEN NAME*. A *SCREEN NAME* is the name that appears next to any given messages as the sender of the message. Screen names are used identify users while maintaining their privacy. Generally we suggest choosing a Screen Name different to someone's real name; a common nickname used between friends will work well.

The first messages sent to TextSCREEN needs to include the VENUE ID followed by a chosen SCREEN NAME. The VENUE ID will be visible on screen at all times for easy reference (Venue ID's are unique to the venue and they are assigned by SL Interactive).

Example:

"PUB1 BUCKY"

Messages would then be sent to 19SCREEN (19727336)

After a successful registration the user will receive a free reply:

"Thanks for checking out TextSCREEN! Your screen name is BUCKY, You can now start sending messages to the screen. Keep it clean and have fun!"

This user is now registered as BUCKY and any messages they now send to 19 SCREEN will appear on screen(s) for PUB1 (unique venue ID).

Once a user has registered any messages sent to 19SCREEN will come to the account of the corresponding venue and be sent to the screen(s).

Instructions and VENUE ID will always be visible to maximize ease of use for first time users. If a mistake is made or a user has not registered properly they will receive a reply SMS explaining how to register. The message is as follows:

“Your screen name is not registered. Please reply to this message with the venueID followed by your chosen screen name. Your number will always remain private”

Private Messaging

TextSCREEN is a way to flirt and chat like never before. As well as sending text messages to the screen for everyone to view. It is also possible to send private messages direct to the handset of an individual user.

In order to send private messages simply start your message with the word PRIVATE, followed by the SCREEN NAME of the person you wish to contact, followed by your message.

E.g. user HOTTIE wishes to send a private message to BUCKY.

“PRIVATE BUCKY Hey Bucky you can’t really think she’s the hottest here, I’ll prove you wrong!”

HOTTIE will then get a free confirmation.

“Private message has been sent to BUCKY (You can reply to private messages with the keyword PRIVATE and users SCREEN NAME”

BUCKY will then receive a message direct to his mobile

“HOTTIE Says: Hey Bucky you can’t really think she’s the hottest here, I’ll prove you wrong!”

BUCKY could then reply in the same way.

Blocking

TextSCREEN also allows users to simply block other users from contacting them through private messages.

For example, if you are receiving annoying or offensive messages from a particular user you may wish to block them from sending you any more private messages.

Simply send the word BLOCK followed by SCREENNAME of the user you wish to block to 19SCREEN.

E.g. User Hottie no longer wished to receive messages from Bucky.

She would text as follows:

“BLOCK BUCKY”

And send to 19SCREEN

Hottie will then receive a free message confirming the block:

“This is a free message to inform you that BUCKY has now been blocked from contacting you through private messages.”

Any private messages sent from BUCKY to HOTTIE will be blocked before arriving on HOTTIE’S handset.

Pricing

When using TextSCREEN all messages sent to 19SCREEN will be charged at \$1.00. Reply and information messages will be free to receive for the user.

Part B

The TextSCREEN Management System

This section of the manual explains in detail how to use the backend TextSCREEN management system.


The management system allows venue staff and moderators to customize and manage your TextSCREEN system. The backend system makes it easy for venue staff to filter messages, add messages and generally control the TextSCREEN experience for patrons. This section will help you get the most out of your TextSCREEN set up.

Getting Started

Logging in

In order to get started with TextSCREEN management system you need to navigate to the system. Please navigate your web browser to the following URL.

Login page: <http://www.slinteractive.com.au/textSCREEN>

 We recommend you bookmark this page for easy access

You can login into the system by entering the username and password information that you have received from SL Interactive.

If you have an login or password problem you can call SL Interactive help desk at any time on **1300 302 195** or send an email to support@slinteractive.com.au

The Home Page

Once logged into the TextSCREEN Manager you will immediately arrive at the Home Page. This page includes all the latest messages that have arrived to your venues account. From here you can access all the functions of the system.

Take your time to browse over the screen and familiarize yourself with the functions. Each relevant feature on the home page has a brief description of its purpose and function as shown below.

The screenshot displays the TextSCREEN SMS Manager interface. At the top, the browser title is 'SL Interactive SMS Manager - Mozilla Firefox'. The address bar shows the URL 'http://sinteractive.com.au/text5SCREEN/secure/index.php'. The page header features the 'TextSCREEN' logo and the 'SL Interactive' logo. A navigation menu includes 'SMS Inbox', 'Archive', 'Autoreply', 'Settings', 'Search', 'Export', 'Sent SMS', 'Random Winner', 'Bulk SMS', 'Text & Screen View', 'Help', and 'Logout'. Below the menu, a message list is shown with columns: Number, Screen Name, Message, Date, Time, Reply, Publish, Delay, and Block. A box labeled '1' points to the message table, and a box labeled '2' points to the 'Bulk SMS' menu item.

Number:	Screen Name:	Message:	Date:	Time:	Reply:	Publish:	Delay:	Block:
<input type="checkbox"/> +61428224894	superstar	Take me to bed or loose me forever	Tue, 29 Apr 2008	21:52:48	Archive Reply	Done		Block Delete
<input type="checkbox"/> +61429207428	little	Gee that sara nixon is hot.	Tue, 29 Apr 2008	21:29:05	Archive Reply	Done		Block Delete
<input type="checkbox"/> +61429207428	little	In ya goin mate	Tue, 29 Apr 2008	21:23:43	Archive Reply	Done		Block Delete
<input type="checkbox"/> +61404034011	ming_1	Hi this admin tsting for textscreen 83	Sun, 27 Apr 2008	11:44:36	Archive Reply	Done		Block Delete
<input type="checkbox"/> +61429207428	little	Yo yo yo	Thu, 24 Apr 2008	23:54:37	Archive Reply	Done		Block Delete
<input type="checkbox"/> +61433188903	guru_1	Send me a private message and let me know...btw, refresh rate is now 2 times faster.	Thu, 24 Apr 2008	20:38:06	Archive Reply	Done		Block Delete
<input type="checkbox"/> +61433188903	guru_1	What s the name of the pub in Wagga Wagga? Perhaps we could go ahead with live trial on Anzac night? What do you think?	Thu, 24 Apr 2008	20:35:08	Archive Reply	Done		Block Delete
<input type="checkbox"/> +61429207428	little	Bring it on	Wed, 23 Apr 2008	23:20:27	Archive Reply	Done		Block Delete
<input type="checkbox"/> +61429207428	little	Hi leigh. 1 more day to bbq	Wed, 23 Apr 2008	22:20:10	Archive Reply	Done		Block Delete
<input type="checkbox"/> +61413320649	Peppi	Ok lets start flirting	Wed, 23 Apr 2008	17:40:35	Archive Reply	Done		Block Delete
<input type="checkbox"/> +61429207428	little	Dont yo want me fucker?	Wed, 23 Apr 2008	12:08:21	Archive Reply	Done		Block Delete
<input type="checkbox"/> +61429207428	litus	Your shout	Wed, 23 Apr 2008	11:23:45	Archive Reply	Done		Block Delete
<input type="checkbox"/> +61418111080	sugar	Text screen is awesome.... Tell your friends	Mon, 21 Apr 2008	18:44:56	Archive Reply	Done		Block Delete
<input type="checkbox"/> +61433188903	guru_1	How about a personal phone number filter? My real number is 0433188903	Mon, 21 Apr 2008	13:58:07	Archive Reply	Done		Block Delete
<input type="checkbox"/> +61433188903	guru_1	Testing the swearword filter with motherfucker	Mon, 21 Apr 2008	13:54:23	Archive Reply	Done		Block Delete
<input type="checkbox"/> +61437266719	marie	I should go and do some cleaning...	Mon, 21 Apr 2008	13:46:44	Archive Reply	Done		Block Delete
<input type="checkbox"/> +61437266719	marie	Hei vaimo!	Mon, 21 Apr 2008	13:40:15	Archive Reply	Done		Block Delete
<input type="checkbox"/> +61404034011	ming_1	admin testing For pub1	Sat, 19 Apr 2008	16:12:16	Archive Reply	Done		Block Delete
<input type="checkbox"/> +61433188903	guru_1	You will never shut down the real napster!	Fri, 18 Apr 2008	17:31:21	Archive Reply	Done		Block Delete
<input type="checkbox"/> +61437266719	marie	Autoreply test	Fri, 18 Apr 2008	13:52:35	Archive Reply	Done		Block Delete
<input type="checkbox"/> +61437266719	marie	Message from guru	Fri, 18 Apr 2008	13:38:18	Archive Reply	Done		Block Delete
<input type="checkbox"/> +61433188903	guru_1	Text screen demo text. Let s see how this displays on a big screen...	Tue, 15 Apr 2008	11:18:59	Archive Reply	Done		Block Delete
<input type="checkbox"/> +61404034011	ming_1	Always the best music..I love this place keep it up!	Tue, 15 Apr 2008	11:17:03	Archive Reply	Done		Block Delete
<input type="checkbox"/> +61433188903	guru_1	Hello, it s me again :-)	Fri, 11 Apr 2008	10:10:16	Archive Reply	Done		Block Delete
<input type="checkbox"/> +61404034011	ming_1	Hi this admin tstino for textscreen 5	Thu, 10 Apr 2008	16:06:34	Archive Reply	Done		Block Delete

1. Received message information

This is where you can view the list of received messages and their information. The messages are listed in a tabular form where each row represents one message. Messages are organized by date so that the message at the top of the list is the latest message received. Information displayed on the screen includes:

Number:

The first column 'Number' is the phone number of the patron who sent the message.

Screen Name:

The Screen Name of the patron. That is the name that will appear on screen whenever that patron sends a message to the screen.

Message:

The 'Message' column is the actual message sent from the patron.

Date:

The Date column is the date the message was received.

Time:

The Time column is the time the message was received in 24 hr format.

Archive:

The archive column contains a live link that allows you to instantly archive individual messages. Simply click the archive button next to each message to send it directly to the archives. Archiving is explained in more depth in the functions section of this manual.

Reply:

The reply button next to each message allows you to simply reply via SMS to an individual message. When you hit the reply button a pop up window will open, simply enter your message in the text box and hit the Send SMS button.

Publish:

The publish column displays the status of the message, either it has been 'Published' to the screen or not. If the column displays 'Done', the corresponding messages has already been published to the screen. If the messages are yet to be published the column will display a live button 'Publish' (highlighted in red). Clicking this button will publish the message straight to the screen and will bypass any delay.

Delay:

The delay column displays the time left before a message is automatically published. It is a countdown timer displaying the time left before publishing. Delay times can be customized; this function is explained under the functions section of this manual.

Block /Unblock:

The Block button allows you to block individual users. This can be handy when individual users continually send inappropriate or offensive messages. Simply hit the 'Block' button to block a user and the 'Unblock' button to unblock a user.

Delete:

The 'Delete' buttons allow you to delete permanently any individual message. Irrelevant, old or useless messages can be removed from the system entirely and avoid cluttering your inbox. SL Interactive recommends backing up or storing data by archiving or exporting before deleting.

2. Main Menu

The Main Menu allows you to navigate and operate the system. Each button represents a system function.

When some of the menu items are clicked a function panel will drop down below the menu. To close these panels simply click on their relevant menu button again.

The main menu will highlight in red the function that you are working with.

The functions found on the main menu are individually explained in the next section of this manual.

Functions

Archiving

The Archive feature of TextSCREEN allows you to organize and collate your received messages. You can easily create folders and manage your archives. This can be useful to help group your customers e.g. Friday night regulars, competition entries etc.

How to Archive

To begin Archiving and organizing messages click the 'Archive' button found on the main menu. Once you are in the archived section of the system you can create new folders for your archives.

Creating folders

Folders are the most convenient way to organize your messages into different groups. You can easily create a specific folder by typing a name into the text box on the left of screen titled, 'New folder name' e.g. Competition 1, then click 'Add'. Your new folder now appears on the left of screen. To delete a folder simply click on the delete button (the red cross icon).

NOTE: by deleting a folder you are also deleting all of its contents. We recommend backing up the messages before deleting.

Moving Messages

The system allows you to easily move messages to any folder in your archive at any time, whether you are in the archive section or in the homepage.

Once you have selected a message (you can select as many or as few messages as you want, it is also possible to select all) go to the Move function and choose the location where you wish to move the message to from the drop down menu, then press the move button. The messages you selected can now be found in your chosen folder.

NOTE: The Select All button selects every message in the view

The Archive Tab

The screenshot shows the 'Text SCREEN' web application interface. The browser window title is 'SL Interactive SMS Radio Manager - Mozilla Firefox'. The address bar shows the URL 'http://slinteractive.com.au/textSCREEN/secure/archive.php?type=all'. The page header includes the 'Text SCREEN' logo and the 'interActive' logo. The navigation menu contains 'SMS Inbox', 'Archive', 'Autoreply', 'Settings', 'Search', 'Export', 'Sent SMS', 'Random Winner', 'Bulk SMS', 'Text-2-Screen View', 'Help', and 'Logout'. The 'Archive' tab is active, showing a 'New Folder Name:' field with a 'Save' button. Below this is a 'Main Archive' section with a 'Del' button and 'admin (1)'. A table of archived messages is displayed with the following columns: 'Number', 'Message', 'Date', 'Time', and 'Re-Activate:'. The table contains one message with the number '+61404034011', the message 'Hi this admin teting for textscreen 85', the date 'Thu, 27 Apr 2008', the time '12:00:14', and the re-activate options 'Move to Inbox' and 'Delete'. A 'Select All' checkbox and a 'Move All Selected to:' dropdown are located above the table. A 'Move Now' button is also present. The footer of the page shows 'Design SL Interactive copyright 01-05-2008' and a 'Done' button.

Auto Reply

Generally every message sent to the screen is entitled to a free reply message or *autoreply*. The auto reply feature allows you to easily define what that message should be. These return messages can be used as a marketing and interactive tool for your club or advertisers.

Examples of good auto reply messages:

Comp: "You're now in the draw. Remember you can enter as many times as you like! Be sure to be here at midnight when DJ partyman announces the winner. Good Luck"

Generic: "Thanks for interacting with pubclub, hope you have a good night and be sure to get tickets to our Christmas Eve party next SAT."

Sponsor value added: "Hey thanks for using TextSCREEN, Remember 2 4 1 Smirnoff's till mid night. Get to the bar! "

How to set up auto replies

To customize your auto reply firstly hit the 'Autoreply' button found on the main menu, a function panel should drop down below the main menu.

Simply enter the reply you wish your patrons to receive in the text box and click the 'Save Reply' button beneath.

You will notice some tips and suggestions in the panel. Please read over these to ensure your reply is saved properly.

To remove any auto replies disable text back customers, simply hit the 'Remove Reply' button.

The check box titled 'One time reply only' allows you to set the reply so that a customer will only receive an automatic reply once. An example of when this might be handy would be in the case where multiple messages are encouraged e.g. a competition.

Response: "Your entry in the Fiji competition has been recorded, feel free to enter as many times as you like."

If the user enters the competition several times, and the 'One time reply only' checkbox is checked, they will only receive an auto reply on their first entry. If the box is unchecked then they will receive an auto reply for every entry they send.

Auto Reply Tab

The screenshot shows the 'TextSCREEN' SMS Manager interface in a Mozilla Firefox browser. The page title is 'SL Interactive SMS Manager - Mozilla Firefox'. The address bar shows the URL: <http://slinteractive.com.au/textSCREEN/secure/index.php>. The page has a navigation menu with items: SMS Inbox, Archive, Autoreply, Settings, Search, Export, Sent SMS, Random Winner, Bulk SMS, Text-2-Screen View, Help, and Logout. The 'Autoreply' tab is selected.

The main content area is titled 'SMS Inbox' and contains the following text:

The Set Autoreply feature activates an automated reply to be sent to the user.

NOTE: Do not copy and paste the text from Word or from any other editor as they may include hidden characters.

By selecting the 'One time reply only' option the system will send a reply to the user as a response to their first message. You should tick this box when running voting campaigns or when users are encouraged to enter multiple times. You can remove an automated reply by simply clicking the 'Remove reply' button.

The reply message is complementary for the venue and free for the users to receive. It is a great reminder tool for Happy Hours specials, event reminders, instant offers etc.

Below the text is a form to 'Set your custom Autoreply message:' with a text input field. Below the input field, it says '150 Characters Remaining.' and there is a checked checkbox for 'One time reply only'. There are two buttons: 'Save Reply' and 'Remove Reply'.

Below the form, the 'Autoreply Status' is 'INACTIVE'. There is a 'Select All' checkbox and a 'Move Now' button. The search status is 'NO FILTER'. Below this is a table of messages:

Number:	Screen Name:	Message:	Date:	Time:	Reply:	Publish:	Delay:	Block:
<input type="checkbox"/>	+61426224894	superstar	Take me to bed or loose me forever	Tue, 29 Apr 2008	21:52:48	Archive Reply	Done	Block Delete
<input type="checkbox"/>	+61429207428	little	Gee that sara nixon is hot.	Tue, 29 Apr 2008	21:29:05	Archive Reply	Done	Block Delete
<input type="checkbox"/>	+61429207428	little	In ya goin mate	Tue, 29 Apr 2008	21:23:43	Archive Reply	Done	Block Delete
<input type="checkbox"/>	+61404034011	ming_1	Hi this admin tsing for textscreen 83	Sun, 27 Apr 2008	11:44:36	Archive Reply	Done	Block Delete
<input type="checkbox"/>	+61429207428	little	Yo yo you	Thu, 24 Apr 2008	23:54:37	Archive Reply	Done	Block Delete
<input type="checkbox"/>	+61433188903	guru_1	Send me a private message and let me know...btw, refresh rate is now 2 times faster.	Thu, 24 Apr 2008	20:38:06	Archive Reply	Done	Block Delete
<input type="checkbox"/>	+61433188903	guru_1	What s the name of the pub in Wagga Wagga? Perhaps we could go ahead with live trial on Anzac night? What do you think?	Thu, 24 Apr 2008	20:35:08	Archive Reply	Done	Block Delete
<input type="checkbox"/>	+61429207428	little	Bring it on	Wed, 23 Apr 2008	23:20:27	Archive Reply	Done	Block Delete
<input type="checkbox"/>	+61429207428	little	Hi leigh. 1 more day to bbq	Wed, 23 Apr 2008	22:20:10	Archive Reply	Done	Block Delete
<input type="checkbox"/>	+61413320649	Peppi	Ok lets start flirting	Wed, 23 Apr 2008	17:40:35	Archive Reply	Done	Block Delete
<input type="checkbox"/>	+61429207428	little	Dont yo want me fucker?	Wed, 23 Apr 2008	12:08:21	Archive Reply	Done	Block Delete
<input type="checkbox"/>	+61429207428	little	Your shout	Wed, 23 Apr 2008	11:23:45	Archive Reply	Done	Block Delete
<input type="checkbox"/>	+61418111080	sugar	Text screen is awesome.... Tell your friends	Mon, 21 Apr 2008	18:44:56	Archive Reply	Done	Block Delete

Settings

The setting tab holds the controls for several customization and settings tools for your TextSCREEN system.

Publish Delay

The publish delay allows you to customize the amount of time from receiving a message before it is published to the screen. This can prove useful to moderate or filter incoming messages. The longer you set the delay the longer your venue can look over the messages before they are published on the big screen. This is particularly useful in ensuring tasteful and relevant messages make it to the screen.

To change the publish delay settings simply select from the scroll down menu and select your delay time (delay times may be different depending on the template and layout you are using).

Swear Word Filter

TextSCREEN has a built in swear word filter. Using a defined list of banned or 'black listed' words TextSCREEN will automatically replace banned words with a filtered version.

If someone texted in the word 'SHIT' it would appear as 'S**T' on the screen after being published.

You can view the current of banned words at any time by clicking the link to view the Swear Word Filter (circled in the Settings Tab-figure).

You can also easily add a word to the banned list by entering the word in the text box titled 'New word to filter' and clicking on the button activate.

Special Event Announcements

The special event announcements function allows you to simply write announcements live to the screen at no cost. Messages will appear in a scrolling marquee across the bottom of the screen (look and feel may be different depending on the template and layout you are using).

This can be useful to make announcements to your patrons i.e. announce that happy hour has started! To create an announcement simply enter your message in the textbox titled 'Special Event Notification Message:' Enter your message and select the amount of time the message is to be shown and hit the activate button. Your message will be displayed after the template refreshes.

The Settings tab

The screenshot shows the 'Settings' tab of the TextSCREEN SMS Manager. The browser window title is 'SL Interactive SMS Manager - Mozilla Firefox' and the address bar shows 'http://slinteractive.com.au/text5SCREEN/secure/index.php'. The page features a navigation menu with options like 'SMS Inbox', 'Archive', 'Autoreply', 'Settings', 'Search', 'Export', 'Sent SMS', 'Random Winner', 'Bulk SMS', 'Text-2-Screen View', 'Help', and 'Logout'. The main content area is titled 'SMS Inbox' and contains several settings sections:

- System settings**: A paragraph explaining that system settings allow customization of features like delay time, swear word filter, and special event notifications.
- Set Publish Delay**: A section explaining that this controls the publishing time of incoming messages. It includes a dropdown menu set to 'No Delay' and an 'Activate' button.
- New Word to Filter**: A text input field with an 'Activate' button.
- Special Event Notification Message**: A large text area for entering a message, with a 'Set Display Time' dropdown set to '30 seconds' and an 'Activate' button.
- Swear Word Filter**: A section explaining that it uses asterisks to replace blacklisted words. It includes a 'Select All' checkbox and a 'Move Now' button.

At the bottom of the page, there is a footer with the text 'Design SL Interactive Copyright 01-05-2008' and a small graphic of a radio tower. The browser's status bar at the bottom shows 'Done'.

Search Functionality

The search function allows you to create filters, or specific words, that can be used to search all messages.

Searching allows you to easily integrate interactive mobile campaigns into your big nights. You venue has the power to run competitions, voting polls etc via SMS.

For instance if you wish to run a happy hour comp simply ask your patrons to text in 'Happy Hour' then at the end of the night you can simply search all messages for those that contained 'Happy Hour' and select a winner.

How to Search

Firstly hit the search button on the main menu, the search panel should drop down beneath.

You will find basic search instructions to the left of the panel and the search tools to the right.

Enter a new search filter in the text box title 'Create new search filter'; this is the word or letter you are searching for.

After entering your new search hit the create button to the right. Your new search filter should have been created.

Now select your chosen filter from the drop down menu titled 'Activate filter'. Once selected press the Activate button.

You have now run your search and all resulting messages will be shown in the current view.

To delete a message filter select it from the drop down menu titled 'Delete Filter', hit the delete button and that filter will be removed.

The Search Tab

SL Interactive SMS Manager - Mozilla Firefox

File Edit View History Bookmarks Tools Help

http://slinteractive.com.au/textSCREEN/secure/index.php

Text SCREEN

interactive

SMS Inbox Archive Autoreply Settings Search Export Sent SMS Random Winner Bulk SMS Text-2-Screen View Help Logout

SMS Inbox 4S Manager! Please contact support@slinteractive.com.au or call 1300 302195 for any assistance in using the system.

The Search feature allows you to create a filters, or specific words, that can be used to search all messages.

Step 1 - Type in a search term that you would like to use
Step 2 - Select the created filter and click 'Activate'
Step 3 - You can view all messages again by activating the -No Filter- option

Message Search

Create a Search Filter :

Activate Filter : -No Filter-

Delete Filter : -No Filter-

Autoreply Status: **INACTIVE**

Select All | With Selected: Move To

Design SL Interactive
Copyright 01-05-2008

Done

Exporting messages / backing up data

The TextSCREEN Manager includes a built-in export function that allows you to easily export all message information shown in the current view. The exported file is in Microsoft Excel format.

Some of the main benefits of the exporting function include:

- Back up records of received messages – the information can be used at a later date by, for example, compare annual competitions entries one year to the next etc.
- Create targeted marketing lists for your club and your advertisers - the exported file is effectively a patron database. For example, you may wish to send a text message to all patrons who attended a 'Rock' themed party about an upcoming Rock gig.

How to export

To export the message in the current view (that is all messages listed on screen) simply click the 'Export' button found on the main menu. This will open a window prompting you to download / save the file follow the prompts and save the file in the desired location.

Sent SMS

The View Sent Messages button will show all recent messages sent from your account to customers. This includes any automated replies sent by the system. Please note every inbound message is entitled to a free reply text message.

Select a Random winner

The Random Winner selector allows you to perform a computerized random draw taken from all the entries in the home page. You can choose how many winners are generated; type the notification that will be sent to all winners as well as export those

winners to a spreadsheet. The computerized random winner drawing mechanism has been used in many State Government Approved competitions and Trade Promotion Lotteries.

How to Select a Random Winner

To select a random winner click the button 'Random Winner' and a panel will appear.

Firstly you will notice instructions to the left of the panel, please familiarize yourself with these.

To draw a winner, fill in the details in the panel. The number of winners is how many random winners you want. The text back function allows you to create a message to announce to the winner, when you select the 'text back winners' check box (a green tick will appear) a large text box appears, you can write your winners message in this text box.

The final option on the 'Select random winner' screen is the 'Export winners to excel', if checked this function will produce a Microsoft Excel file that contains the contact details and information of the randomly selected winners.

To continue click the 'Draw Winner' button. You will be prompted with a page announcing your selected action. Check the information is correct and press 'Continue'

Your winners will be highlight in the message list below.

You are given the option to 'Text back' the winners and /or export their information into an excel spreadsheet.

The reset button will reset your drawing process at any time.

Bulk SMS

The TextSCREEN Manager includes a built-in bulk SMS capability, which allows you to send SMS messages in bulk to everyone who has interacted with your TextSCREEN service. You can simply select the users, or folders containing patrons from previous nights, and send them a message with a single click of a mouse! The built-in bulk SMS feature is also very cost effective as outbound message are only charged as low as 9c a message. This is the perfect way to use the data that TextSCREEN has gathered for you.

Bulks SMS is the perfect way to get a targeted message to your potential customers. Venues can cost effectively use Bulk SMS to

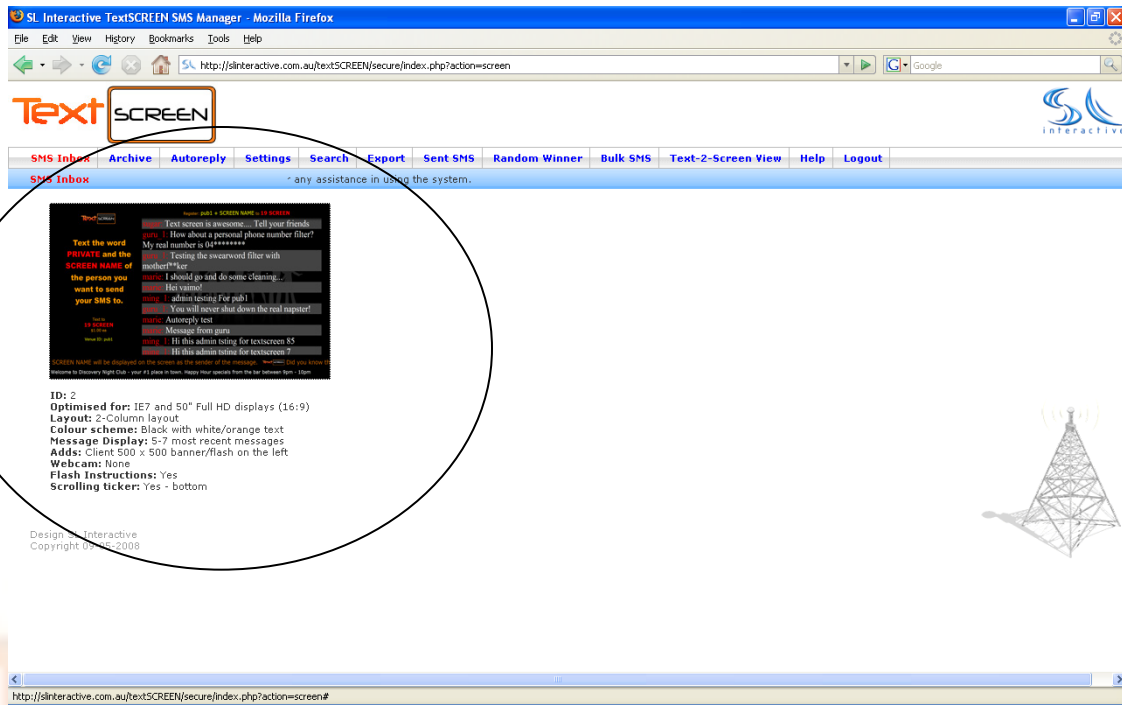
- Send notifications about upcoming events
- Notify database of a VIP service or special to encourage return customers
- Remind customers of specials etc

Text2Screen View

The Text SCREEN view allows you to decide on the template or layout of your TextSCREEN display.

To select a Template simply click on the template you wish to use. Make sure you pick a template that is optimized for your display screens or projector. A pop up browser window will appear with your display.

Template designs will be updated regularly.



Help

The help button is a link to SL Interactive's customer support email. Any email enquiring or help issue sent will be dealt with as soon as possible and you will be contacted within one working day of enquiry.

We also have a dedicated customer support line running during business hours.

Phone: **1300 302 195**

Email: support@slinteractive.com.au

Log Out

The Log Out button will log you out of the system and end your session. Please note that messages will still arrive to your account and can be viewed when you next login.

SL Interactive

TextSCREEN has been developed and is managed by SL Interactive Pty Ltd.

SL Interactive is a specialist provider of Interactive services through SMS, MMS, Internet and Email for clients of all shapes and sizes. We provide premium rate competitions and promotions, normal SMS connectivity and integration for business, information services, wireless communication solutions (SMS, MMS, WAP, 3G & NextG, Email) as well as Web and Mobile site design.

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Appendix A

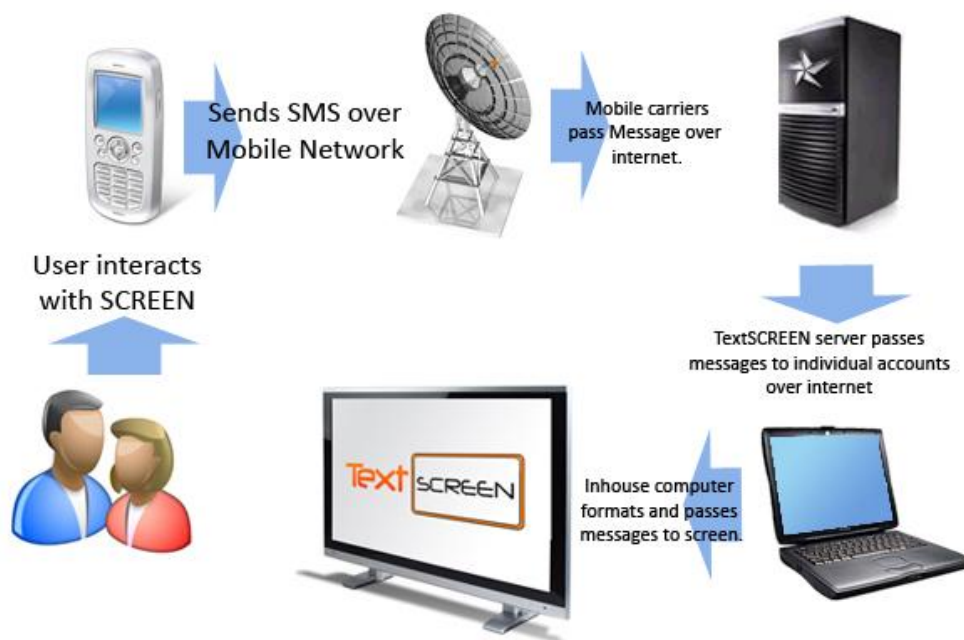


How to Install and Display TextSCREEN

This guide aims to help you successfully install and connect the necessary hardware to run the TextSCREEN system as well as optimising it for your display(s).

TextSCREEN is a web based system and uses a regular internet browser for displaying SMS messages from the users. When you are displaying your template on screen, you are essentially displaying a web site on an external screen.

How TextSCREEN Works:



What is needed to run TextSCREEN?

- Internet connected computer
 - Computer can be any make or model, but it must be connected to the Internet and to the screen(s).
 - Display settings depend on the capabilities of the TV, display adapter and the cables used to connect the PC to the screen(s).
- TV, projector or some other type of digital display
 - Most modern LCD and Plasma screens, as well as projectors are enabled.
 - For best results use the maximum common resolution capabilities of your PC's display adapter and the TV/projector.
- Connection cables
 - Your computer will be connected to your external screen(s) via cable so make sure you have the necessary cables for the connection (HDMI, S-Video, DVI, VGA).

Connecting TextSCREEN

TextSCREEN is run through an onsite Internet connected computer. This computer will then produce the feed for your external screens or displays.

NOTE: multiple screens can be connected through various types of media streamers / players.

Most modern screens will have several means to connect input devices. It is possible to connect your computer to your screens either via HDMI, DVI, S-Video or VGA connections (S-Video and VGA do not support audio).

Depending on your hardware configuration select the appropriate cable connection for you.

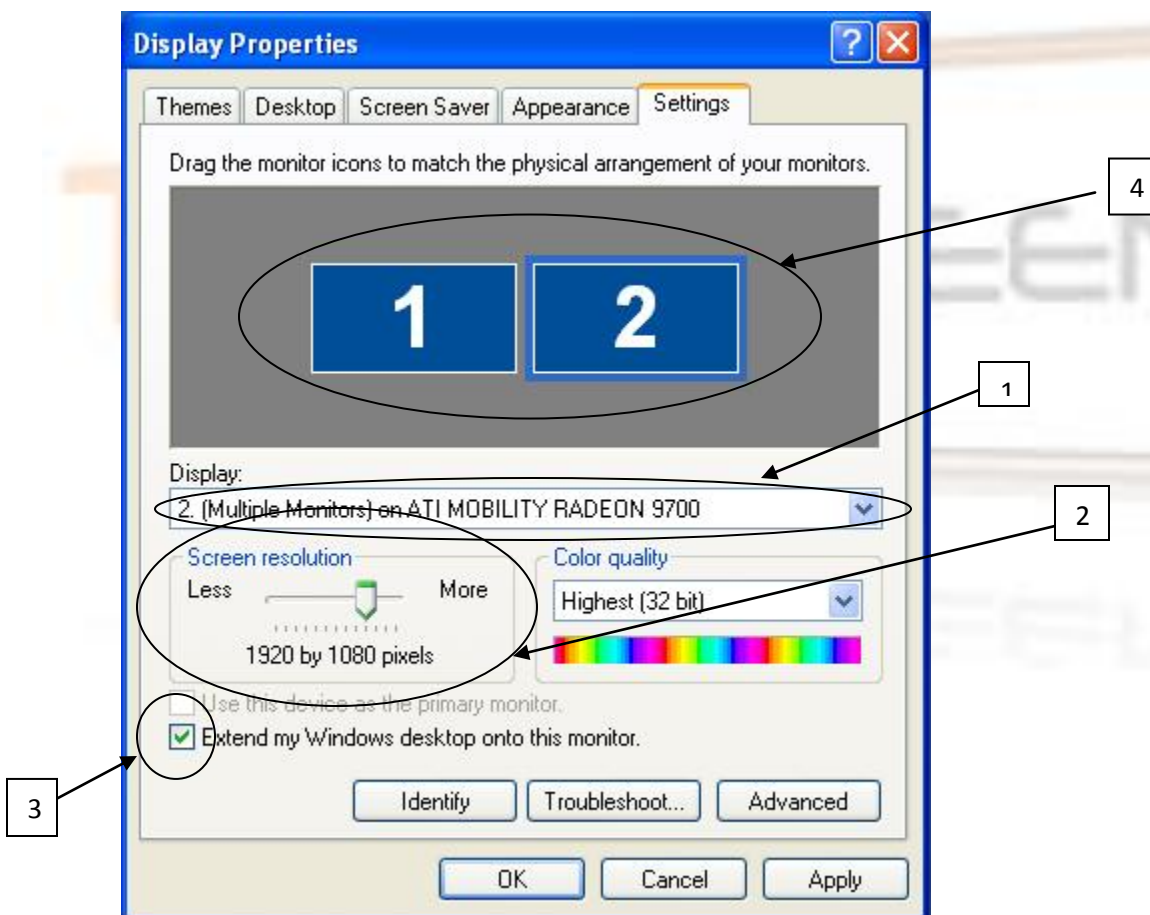


Once a cable is connected, ensure that the TV, projector or digital display is set to correct input channel relative to the cable input. E.g. If you plug your computer into the plug labelled 'AV3' ensure your channel is set to 'AV3'

Setting up your computer display settings

When displaying TextSCREEN your screen or projector is acting as an additional screen to your Internet connected computer. It is necessary to set up your computers display settings to allow for a additional screens and to optimize these screens for TextSCREEN display.

On a Windows XP based system, you can adjust your display settings by going to **START-> CONTROL PANEL -> DISPLAY**



Adjustments

1. Ensure that your computer is set up for multiple monitors or screens. Click the drop down menu and select multiple monitors
2. Select your Screen resolution. Shift the screen resolution to the highest capable resolution of your external screen. For example, full HD screens should have a resolution setting of 1920 x 1080
3. Ensure that the check box 'Extend my windows desktop onto this monitor' is checked

The above Display properties tab shows the perfect display properties to display **TextSCREEN** on a single external FULL HD Plasma, LCD or projector.

At this stage your external screen should be displaying your PC desktop background image as it is now connected and acting as a second screen to your computer (Your PC may need to be restarted for the new settings to take effect).



Using the above visualisation once your Screen (2) is displaying the computer background, you should be able to move your cursor into the second screen by simply dragging it to screen two.

Once you have set up your browser (explained in the next section), all you need to do is simply drag your browser window onto your second screen.

Setting up your browser

For maximum compatibility it is recommended that TextSCREEN is viewed using Microsoft IE7 or higher. This software is readily available as a free download from [Microsoft Windows Update](#).

Once you select the template you would like to display on the external screen within the TextSCREEN management system, a new browser window will open displaying the requested template. This browser window can then be dragged into fill the external screen. You must now ensure that this window is displayed in full screen view.

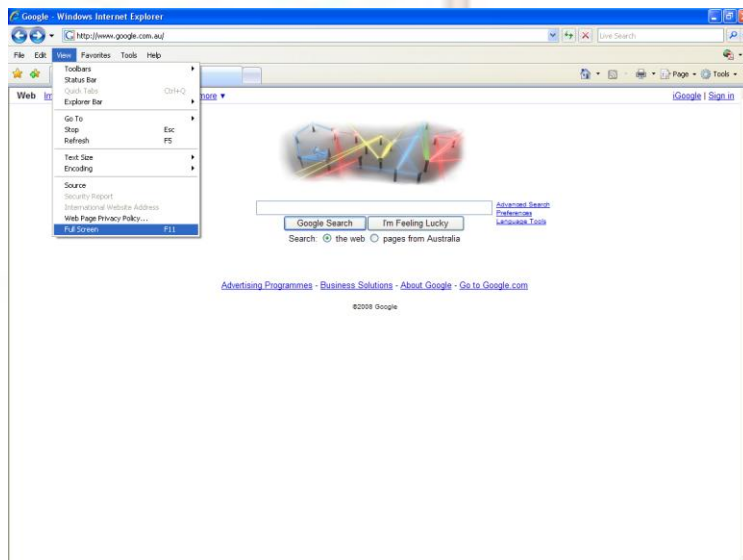
To put your browser in full screen mode go to Menu -> **View -> Full Screen**

Your browser will then enter full screen mode and all menu item and tools will disappear (you can also use the F11 key).

You should also ensure your browser's status bar is turned off:

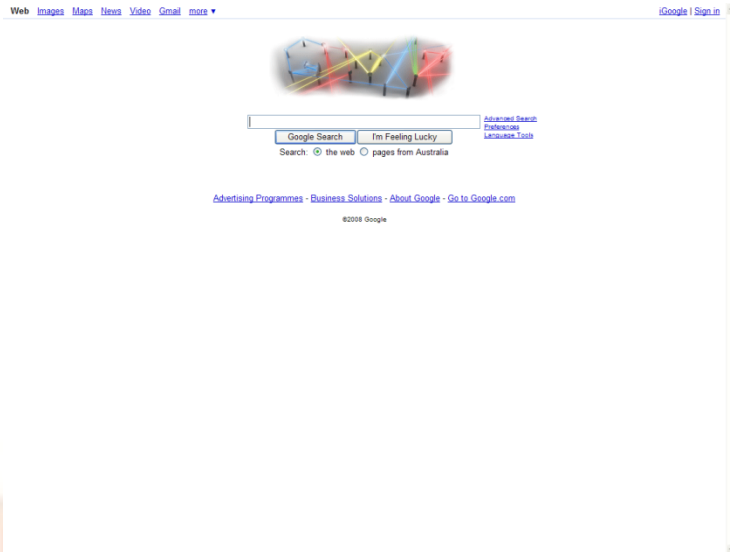
Go to **Menu -> View -> Status Bar**

And ensure that it is turned off (a tick will be visible if it is enabled).



Your browser should appear as follows.

Notice there is nothing displayed apart from the body of the website.



Your browser is now ready to display **TextSCREEN!**