

# BrightSign®



## BRIGHTBEACON™ BRIGHTPLEX DEMO GUIDE

A movie theater themed 2-way BrightBeacon™ demo & app created by:



Version 3 June 26, 2017

# BRIGHTBEACON™ BRIGHTPLEX CINEMA DEMO

## Overview

The BrightPlex Cinema demo is an example BrightBeacon presentation showcasing the features of:

1. Location-based beaconing: BrightPlex uses this technology to send distinct notifications to a mobile device based on its proximity to the digital sign
2. 2-way interactive BTLE control: BrightPlex uses this technology to allow a mobile device to control what plays on the digital sign



# REQUIRED HARDWARE

1. BrightSign Series 3 player



2. MicroSD card with the published BrightPlex demo inserted into any Series 3 BrightSign player



- ✦ BrightPlex demo downloads for any Series 3 player:  
<https://www.brightsign.biz/support/demos/overview>

3. Primary Bluetooth/Beacon device:

- ✦ Installed BrightSign Wi-Fi/Bluetooth module



or

USB BTLE dongle



4. Secondary beacon device of "puck"

- ✦ Place near player or screen
- ✦ Suggested beacon puck: [radbeacon dot](http://radbeacon.com) programmed to:  
UUID: 775d1459-ac68-3064-f9c3-392dfa8d6b19  
Major: 11    Minor: 103
- ✦ Press middle of puck to turn on/off.  
Green light = on. Red light = off. Do not click and hold.

5. iOS 9+ device running the BrightPlex app:  
<https://itunes.apple.com/us/app/brightplex/id1242734005>

6. 1080p screen

**BrightSign®**



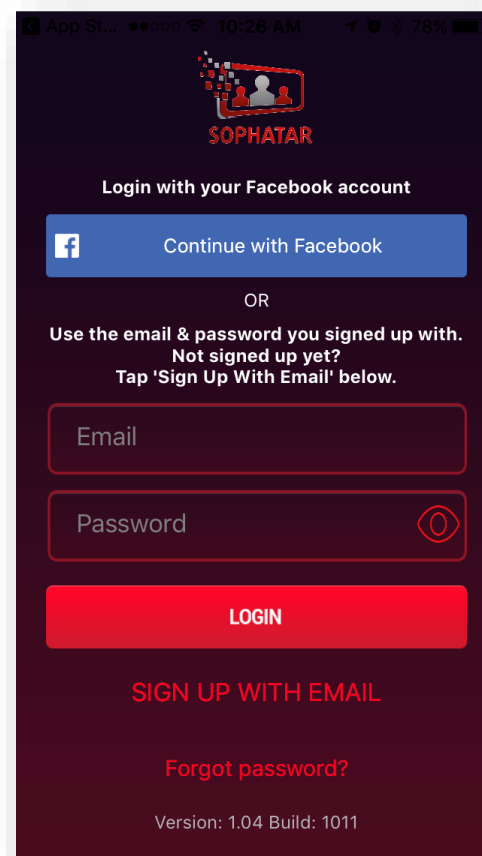
# BRIGHTPLEX APP INITIAL SETUP

1. Launch the BrightPlex App on your iOS9 device

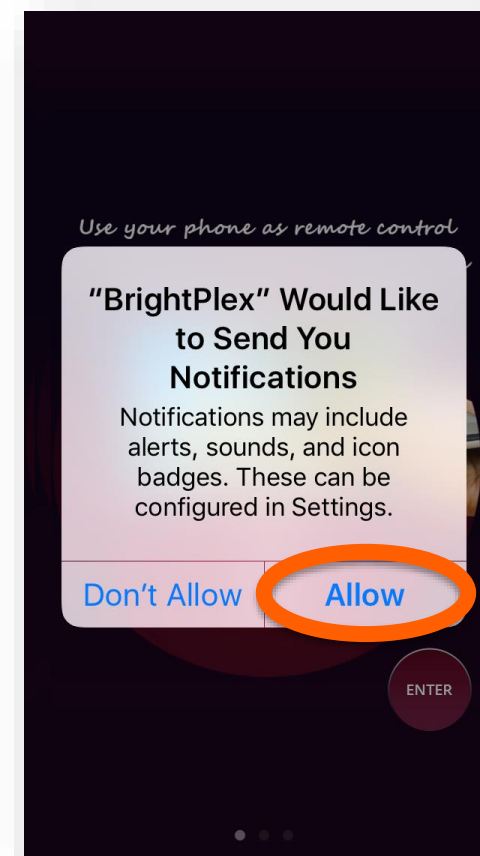


<https://itunes.apple.com/us/app/brightplex/id1242734005>

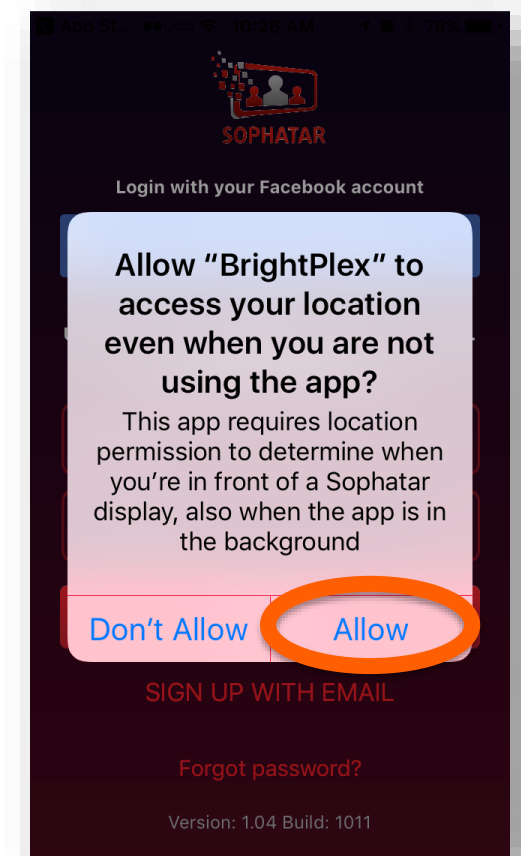
2. Sign up with a valid email address



3. When asked to allow notifications, select "Allow"



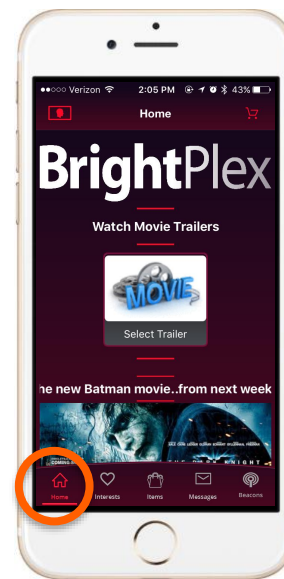
4. When asked to allow location access, select "Allow"



# BRIGHTBEACON™ BRIGHTPLEX DEMO

## Basic Operation

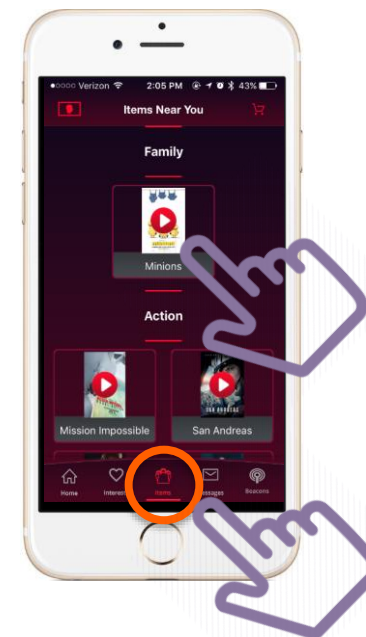
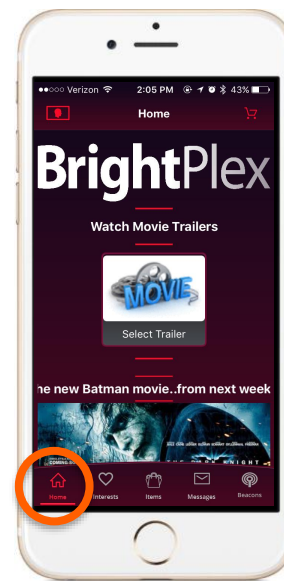
1. When in close proximity to the BrightPlex digital sign, the beacon triggers the “BrightPlex” iOS app with a notification and invites you to interact with the digital sign.



# BRIGHTBEACON™ BRIGHTPLEX DEMO

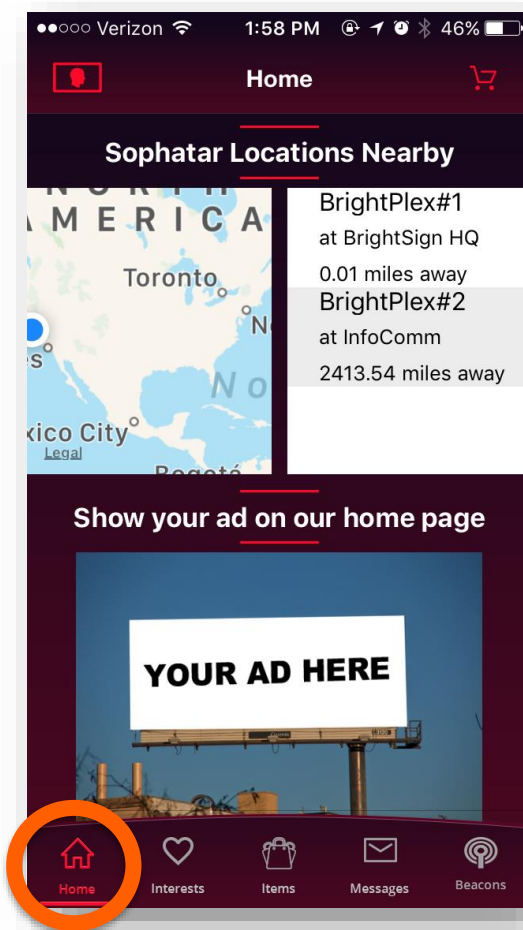
## Basic Operation

1. When in close proximity to the BrightPlex digital sign, the beacon triggers the "BrightPlex" iOS app with a notification and invites you to interact with the digital sign.
2. Use the BrightPlex iOS app to control what movie trailers to playback on the digital sign.

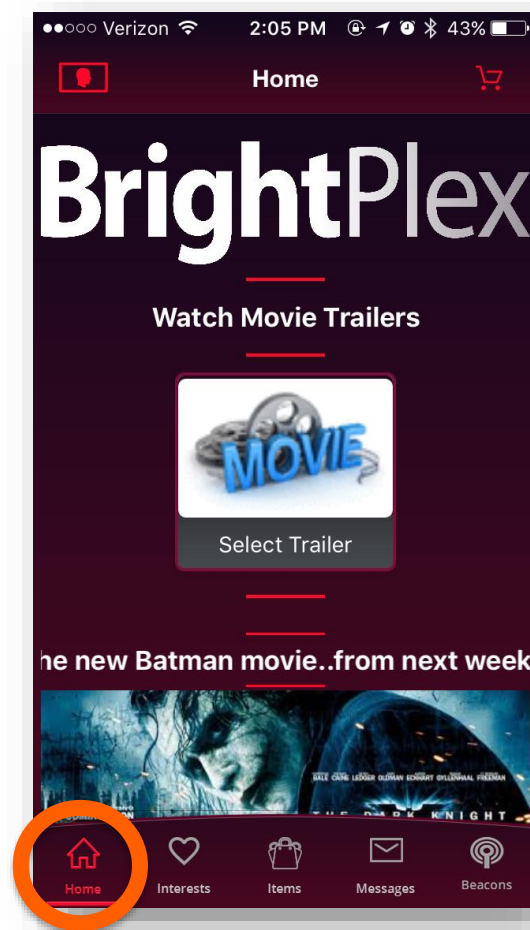


# GETTING FAMILIAR WITH THE BRIGHTPLEX APP

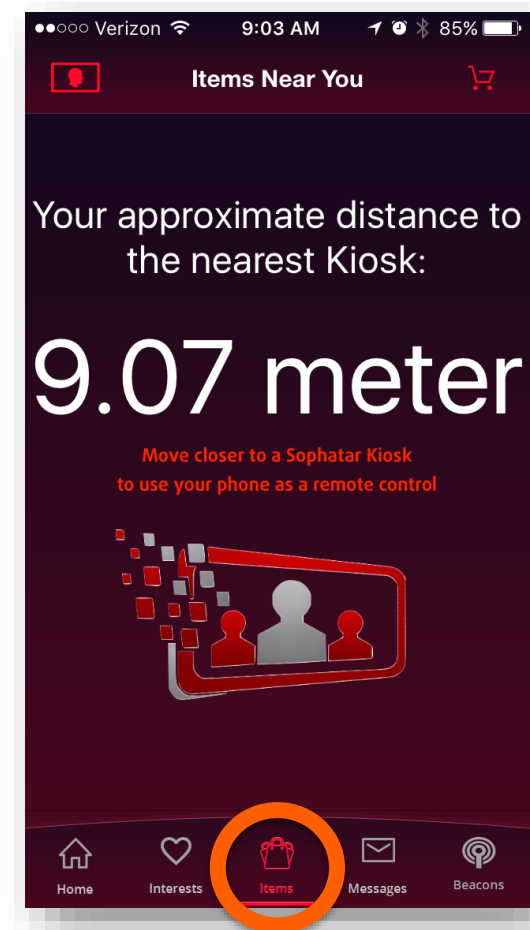
- HOME tab view when beacon NOT detected



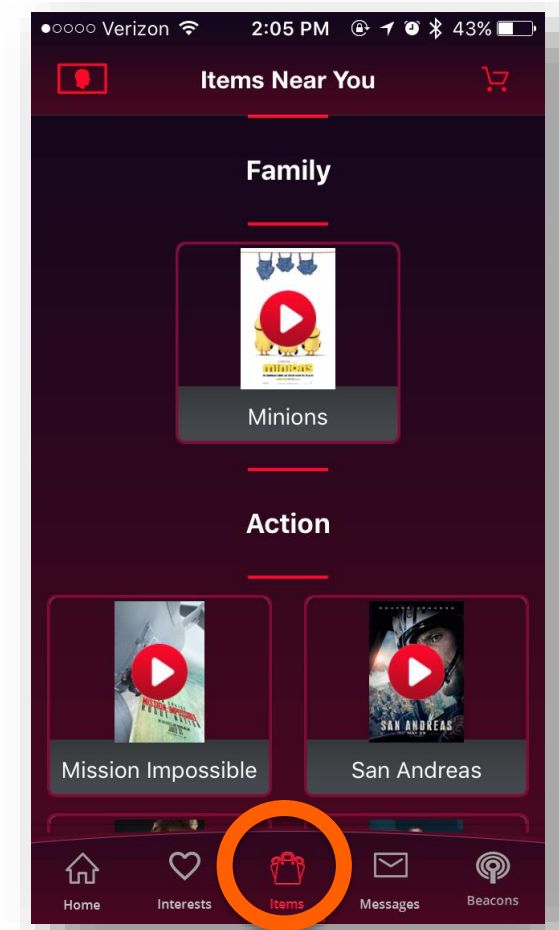
- HOME tab view when beacon detected



- ITEMS tab view "Far" proximity (>2-3 meters)



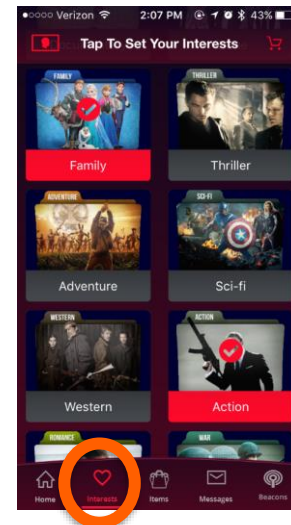
- ITEMS tab view "Near" proximity



# COMMON PROBLEMS...

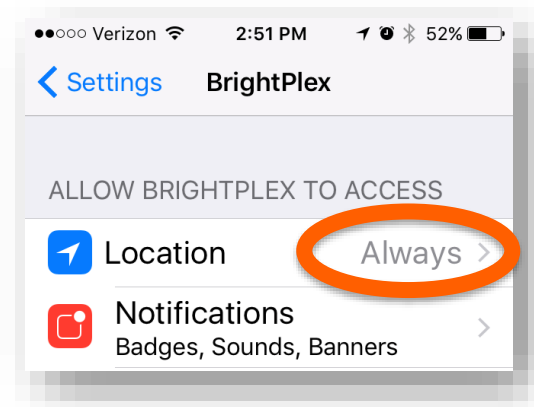
1. Don't see any movies under ITEMS.

- ✦ Make sure interests **Action** and **Family** are selected under INTERESTS.



2. App is not showing "play" icons for movies in ITEMS.

- ✦ Ensure beacon puck is on (green light flashed)
- ✦ Ensure location-based services are enabled for the app or re-install app & make certain you select "Allow" when prompted.

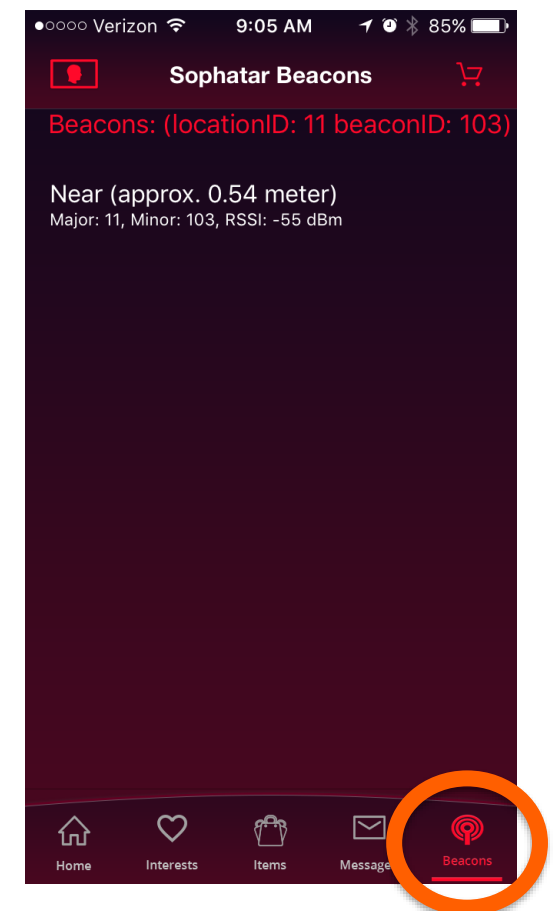


3. Can't set up a new email account.

- ✦ Fill out the form and press enter on the keyboard. When done, press "Sign up" button.

4. ITEMS tab displays message "Move closer to the Sophatar Kiosk".

- ✦ Make sure Beacon puck is on (green light flashed once)
- ✦ Make sure iOS device has Bluetooth turned on
- ✦ Stand at least 1-2 meters from demo
- ✦ Select BEACONS in app to see if the beacon puck is detected. If so, you should see this screen:

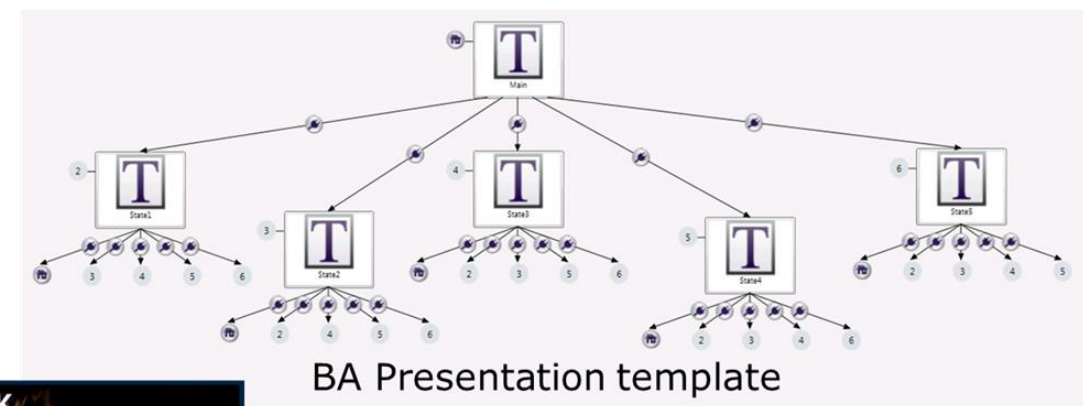
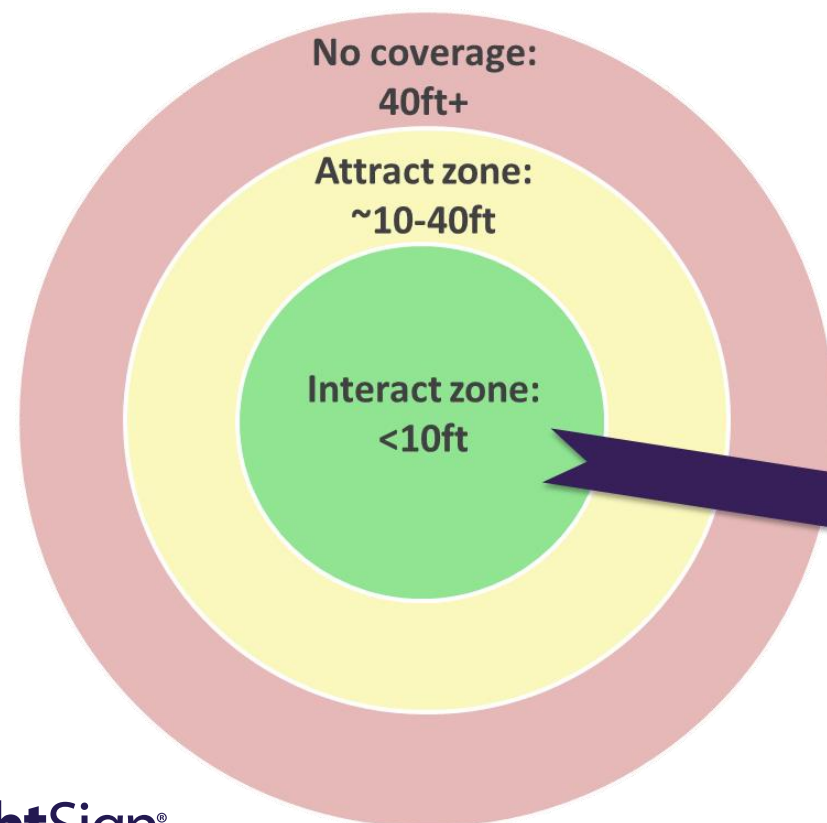




# CREATE YOUR OWN DEMO USING THE APPLICATION TEMPLATE OFF GITHUB

## What it does...

- Uses location-based beacon/BTLE technology to direct in-store customers to an interactive demo
- Allows mobile device to interact with the digital sign
- The BrightPlex demo was developed using the BrightBeacon application template which is available for download here: <https://github.com/brightsign/brightsign-ble-commands>



- iPhone sample app
- Supports 5 buttons and a home screen
- For Android support, add a second EddyStone beacon to the BA presentation



**THANK YOU!**

**FOR MORE INFORMATION CONTACT:  
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