

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.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

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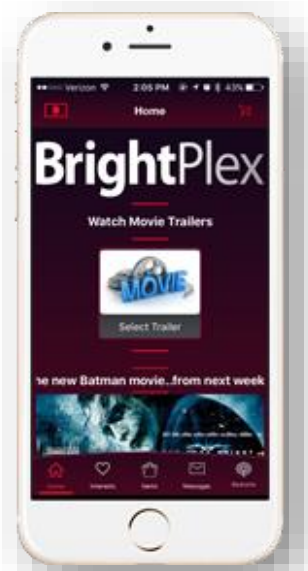


BrightSign
Wi-Fi/Bluetooth
module with
antenna installed

HDMI



Secondary Beacon
(required for 2-way
control of signage)



iOS device with
BrightPlex app
installed

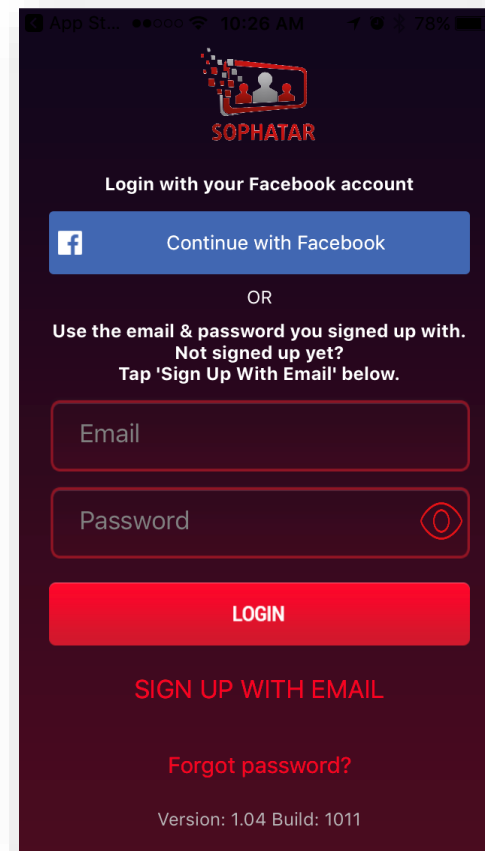
BRIGHTPLEX APP INITIAL SETUP

1. Launch the BrightPlex App on your iOS9 device

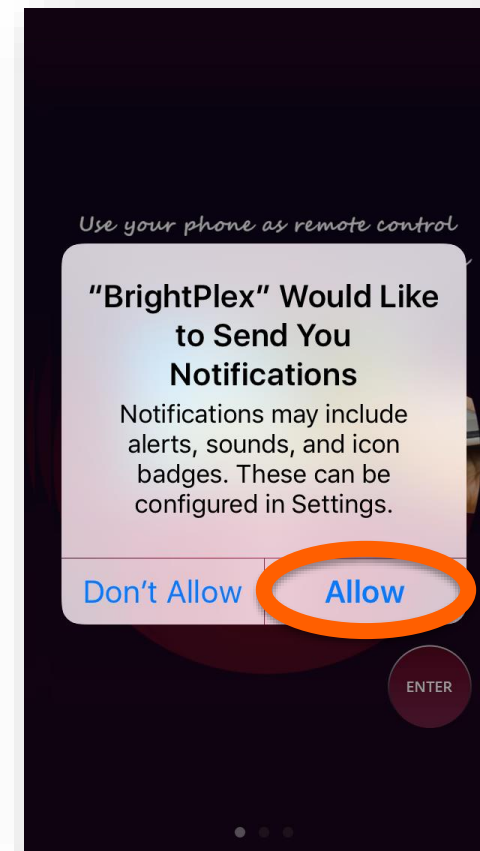


<https://itunes.apple.com/us/app/brightplex/id1242734005>

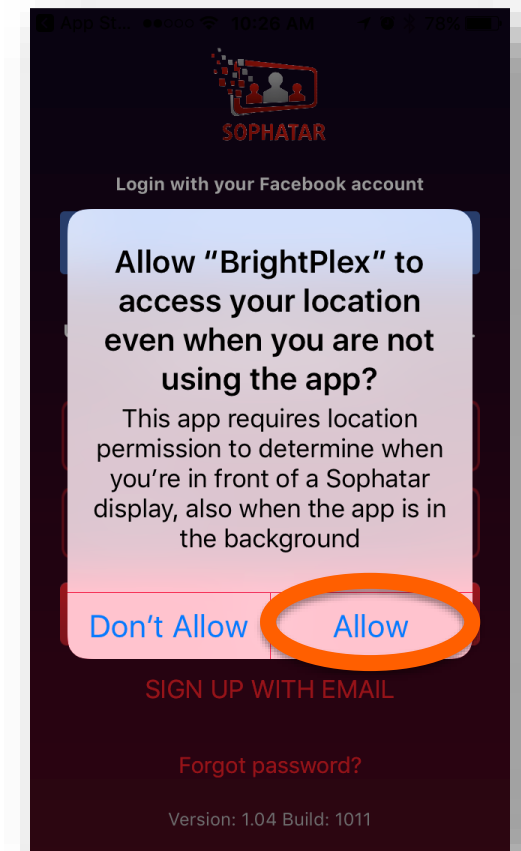
2. Sign up with a valid email address



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



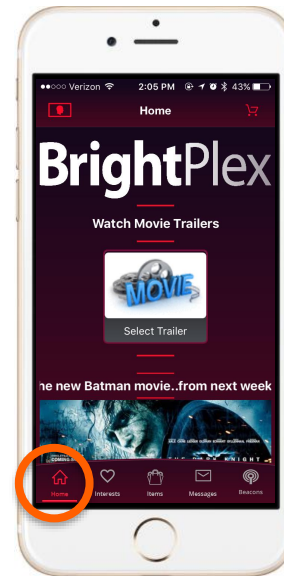
4. When asked to allow location access, select "Allow"



BRIGHTBEACON™ BRIGHTPLEX DEMO

Basic Operation

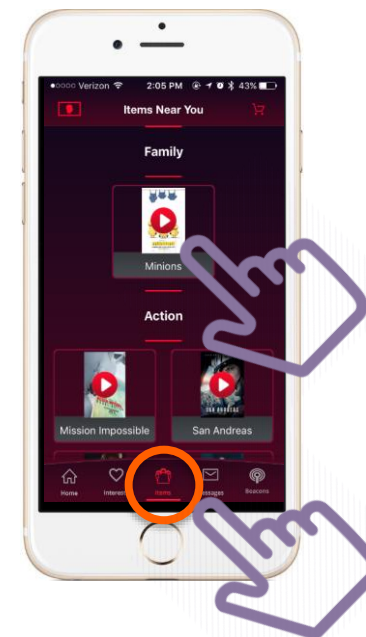
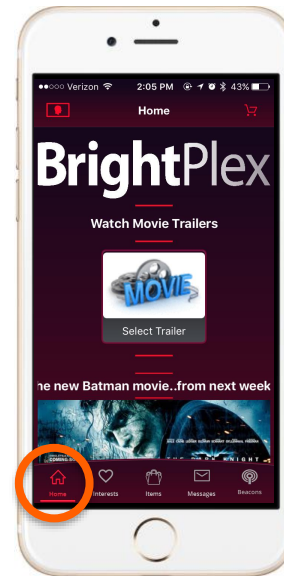
1. When in close proximity to the BrightPlex digital sign, the beacon triggers the "BrightPlex" iOS app with a notification and invites you to interact with the digital sign.



BRIGHTBEACON™ BRIGHTPLEX DEMO

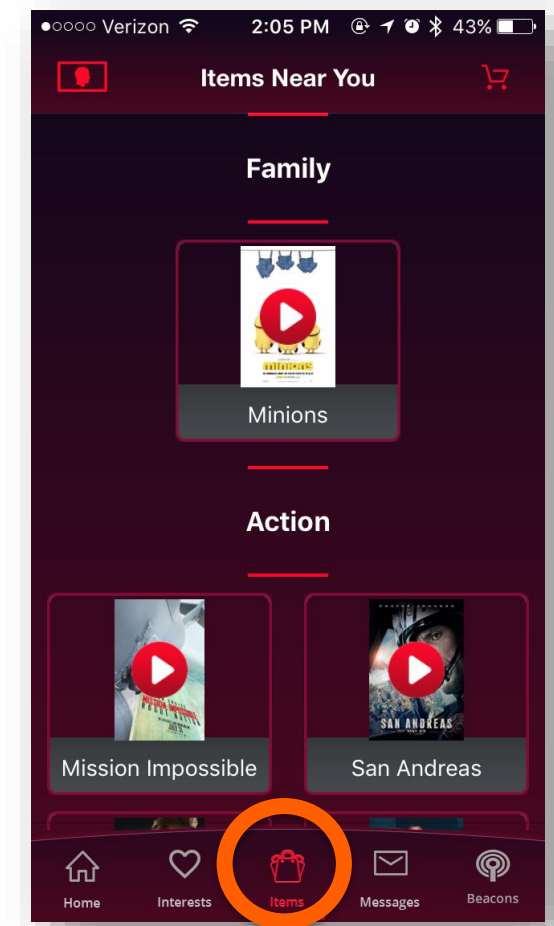
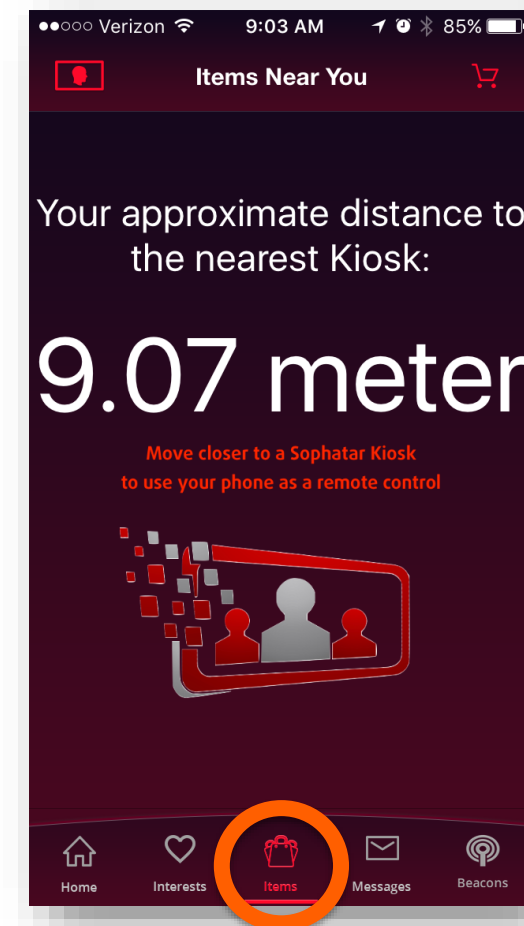
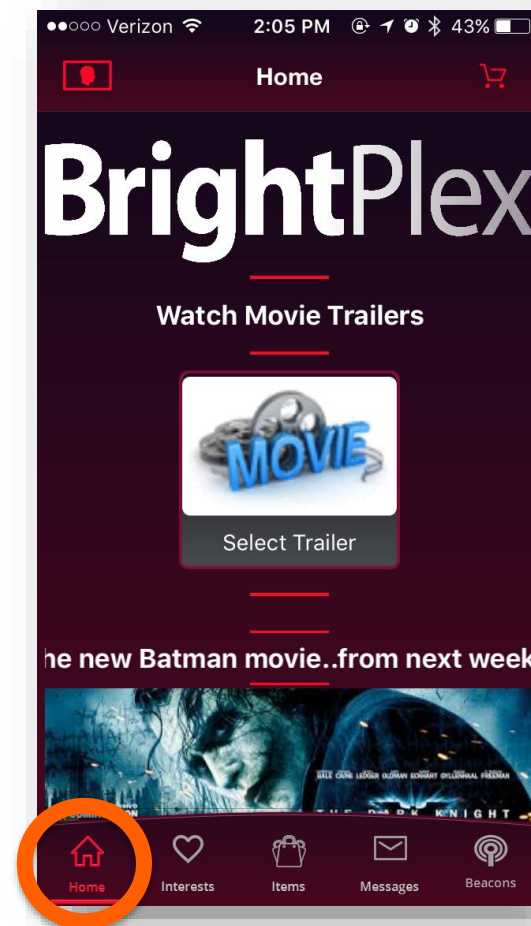
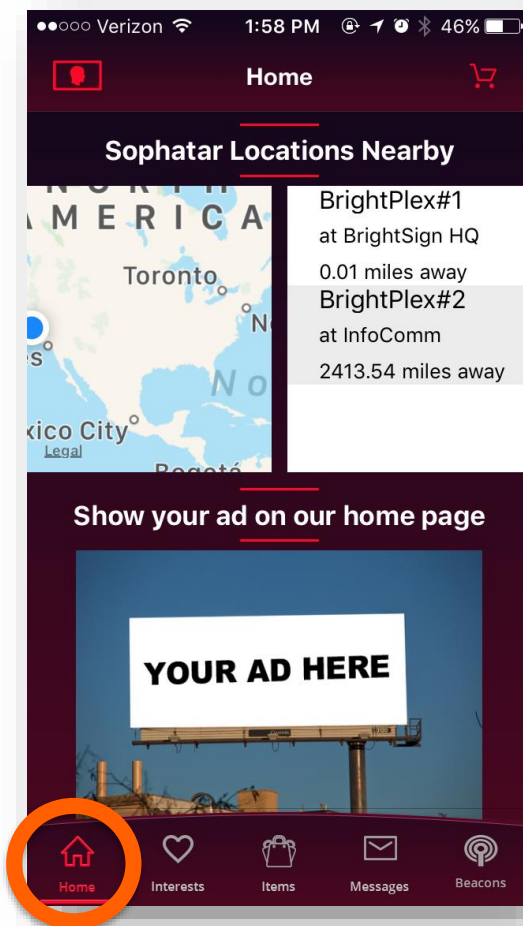
Basic Operation

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

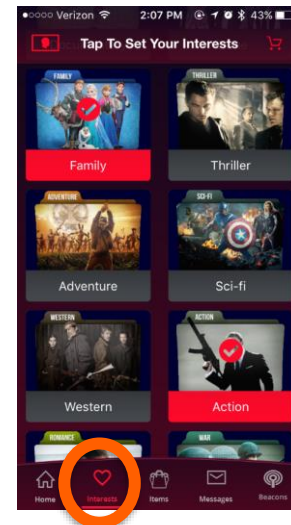
- HOME tab view when beacon NOT detected
- HOME tab view when beacon detected
- ITEMS tab view "Far" proximity (>2-3 meters)
- ITEMS tab view "Near" proximity



COMMON PROBLEMS...

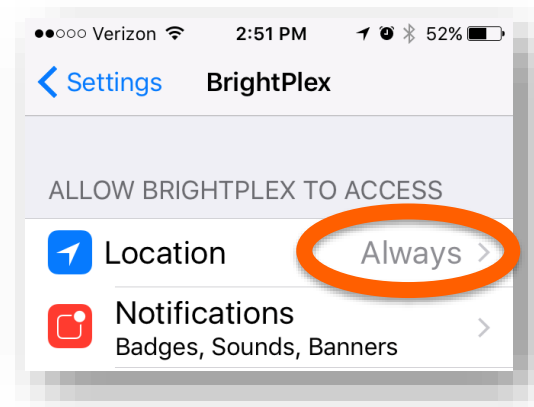
1. Don't see any movies under ITEMS.

- ✦ 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.



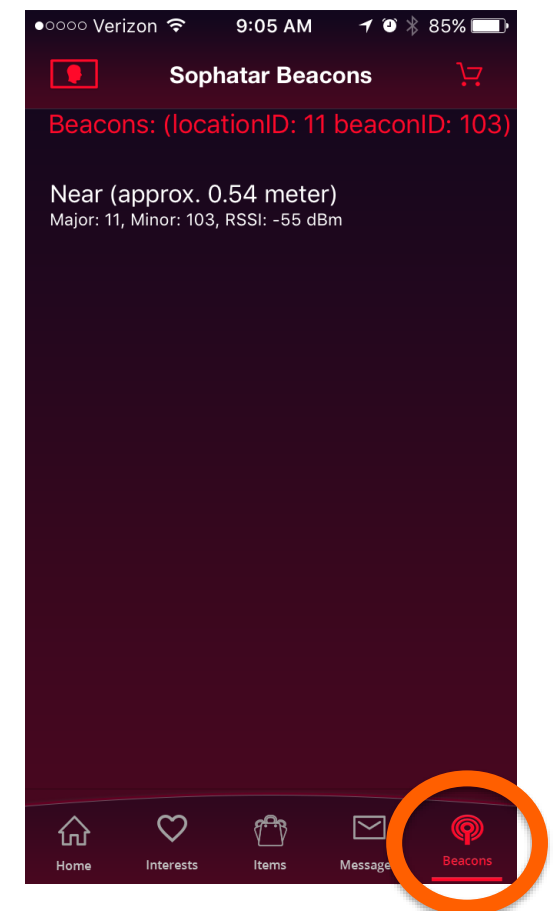
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3. Can't set up a new email account.

- ✦ 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".

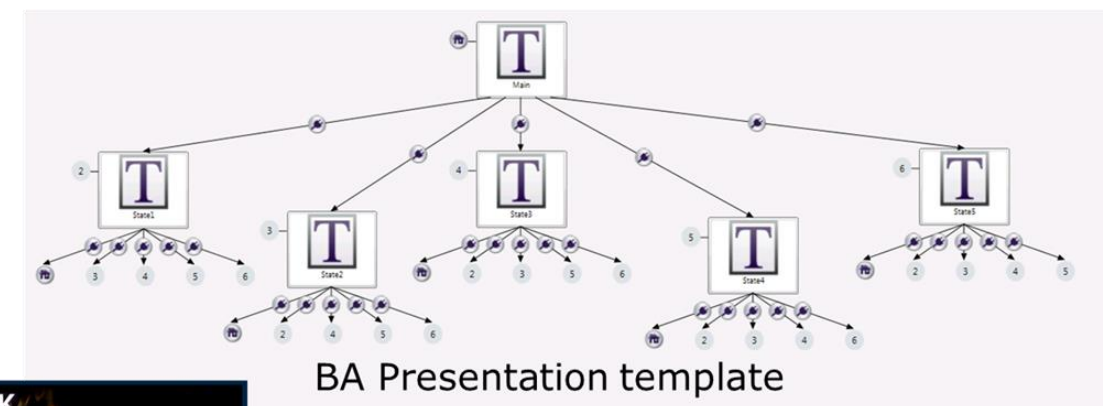
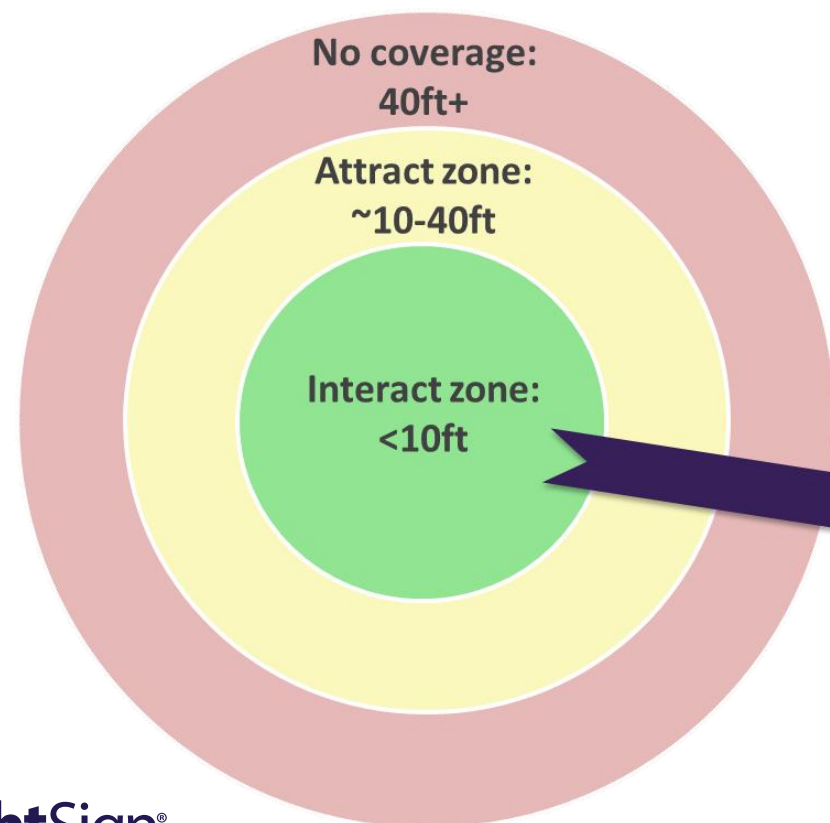
- ✦ Make sure Beacon puck is on (green light flashed once)
- ✦ Make sure iOS device has Bluetooth turned on
- ✦ Stand at least 1-2 meters from demo
- ✦ Select BEACONS in app to see if the beacon puck is detected. If so, you should see this screen:



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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