

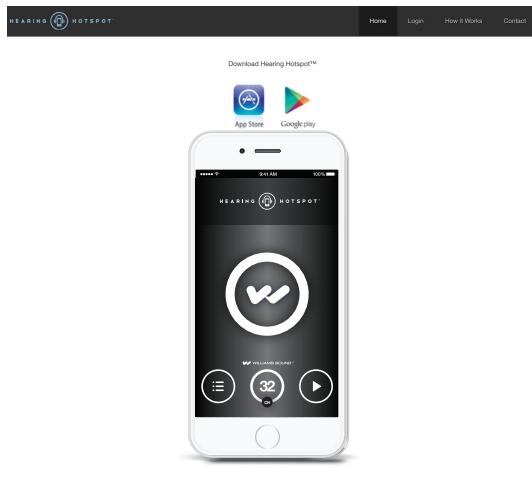
Hearing HotSpot™ Portal

Content management for Hearing HotSpot locations

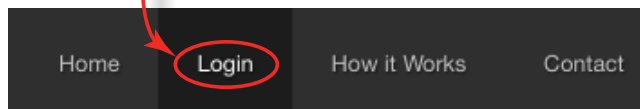
USER GUIDE



1. Go to www.hearinghotspot.com



2. Click on the “LOGIN” button on the top of the screen.



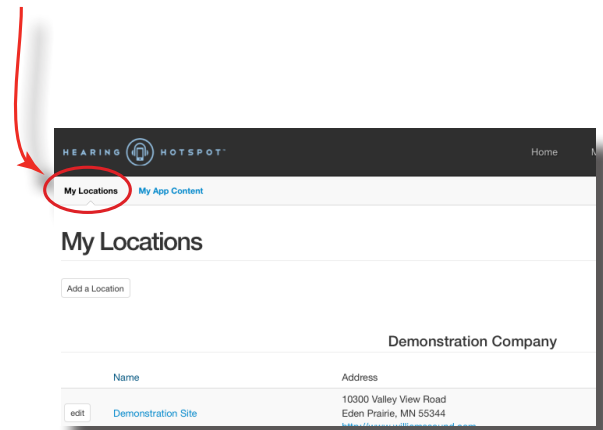
3. Enter your User Name and Password.

These are assigned when the system is purchased and are shown in the label below.

Affix User Name & Password label here

4. Verify your locations.

The locations are set up at Williams Sound when the system is purchased. These location names will show up as pins on the map when a user searches for Hearing Hotspot locations.



5. Set up your App Content.

1. **Banner**- A banner is a picture that links to a website. If more than one banner is added, they will automatically scroll.

Create Banner

2. **Coupon**- A coupon can be created and displayed.

Create Coupon

- **Coupon Name**-This is a name for management purposes. This text does not show up on the coupon. The “Image” (see below) is the actual coupon.
- **Authentication Ticker**- If a coupon has expired, nothing would prevent a patron from taking a screen capture and showing it to a server. This authentication ticker prevents that, as it must be running (it will scroll across the bottom of the coupon on the screen) in order for it to be a current, valid coupon. Instruct your servers to make sure they have seen the validation ticker scrolling before they honor any coupon.
- **Type**- You can present a coupon based on how many times a patron has visited the establishment. Visits by mobile devices are logged by location on the Hearing Hotspot Venue Portal.
 - *First Time Visitor*- Use this to offer a coupon to a mobile device that is visiting your establishment for the first time. On their second visit this coupon will not be displayed.
 - *Frequent Visitor*- Use this to offer a coupon to a mobile device that has visited your establishment by a specified number of visits within a certain time period.
 - *Custom Coupon*- This allows access to all parameters of a coupon - show the coupon all day, minimum number of visits, maximum number of visits, maximum number of previous days to count visits (before resetting the count), and social media incentive message (integration with Facebook). See “SOCIAL MEDIA INCENTIVE SETTINGS” below.
- **Image**- This is an image of the actual coupon. Normally this will be created in some type of graphic program and saved to the correct size for the portal. The size and file type requirements are listed below the “Browse...” button. Be sure to follow these requirements or the coupon will not display on the mobile device.
 - **TIME OF DAY SETTINGS** - Specify what time period during the day you want the coupon to display, or choose “All Day”.
 - **FREQUENCY SETTINGS** - Set the Minimum Visits, Maximum Visits, and the maximum number of days to count visits. When the number of visits falls within this range, the coupon will be displayed. When the number of visits falls outside this range, the coupon will not be displayed until the number of visits falls within this range again. *For example, if the “minimum visits” is set to 5, the “maximum visits” is set to 10, and the “maximum amount of previous days to count visits” is set to 30, the coupon won’t be displayed until a patron has visited 5 times in the last 30 days. It will continue to be displayed until the patron has*

visited 10 times within the last 30 days. On the 11th visit within 30 days, the coupon will not be displayed.

- **SOCIAL MEDIA INCENTIVE SETTINGS**
 - Here you specify a message to post on a patron’s facebook page, and a link to a special coupon. *For example, you could have a message like “Come down to XYZ Sports Bar and watch the game with me”, and have a link to a remote coupon like “Watch the game with your friend and get 20% off all drinks”.*
- **Day of Week** - Choose the days of the week to display the coupon on mobile devices.
- **Months to Run** - Choose what months to display the coupon on mobile devices.
- **Locations** - If you have multiple Hearing Hotspot locations, you can specify which locations will display the coupon on mobile devices.

3. **Menu**- A convenient way to give patrons access to your breakfast, lunch, dinner, drinks and dessert menus by posting a pdf of the menu.

Create Menus

Title *

File *

No file chosen
PDF file of your menu
Files must be less than 8 MB.
Allowed file types: pdf.

Locations *

☐ HHS House

☐ Williams Sound Demo 20

☐ Williams Sound Demo 10

4. **pdf**- You can post a pdf of anything you want. Great for things like events, announcements, invitations, directions, etc.

Create PDFs

Title *

File *

No file chosen
Files must be less than 8 MB.
Allowed file types: pdf.

Locations *

☐ HHS House

☐ Williams Sound Demo 20

☐ Williams Sound Demo 10

5. **App Background**- The App background defaults to the Williams Sound logo. It can be changed to your company logo, or anything you like. It may take some experimentation to get the image to display correctly. Images will display differently on

different mobile devices. *Note: Some experimentation may be required to get the image to display as expected.*

Create App Background Image

Title *

Background Image *
 Choose File | No file chosen
 This is the background image that will be used as the branded background in the app. *** NOTE: uploaded images must be exactly 1360 pixels wide. Files must be less than 8 MB.
 Allowed file types: png gif jpg jpeg.
 Images must be exactly 1360x2048 pixels.

Locations

- ☐ HHS House
☐ Williams Sound Demo 20
☐ Williams Sound Demo 10

Save

6. **Screen Lock Image**- When the phone or tablet is locked, the sound continues to play from the App. Upon waking the device back up, this image is presented. It may take some experimentation to get the image to display correctly. Images will display differently on different mobile devices. *Note: Some experimentation may be required to get the image to display as expected.*

Create Screen Lock Image

Title *

Image
 Choose File | No file chosen
 This is the image that will be used while the device is locked. *** NOTE: uploaded images must be exactly 1024 pixel. Files must be less than 8 MB.
 Allowed file types: png gif jpg jpeg.
 Images must be exactly 1024x1024 pixels.

Locations *

- ☐ HHS House
☐ Williams Sound Demo 20
☐ Williams Sound Demo 10

Save

7. **App Screen Ticker**- This text will scroll across the bottom of the screen continuously. Great for advertising or special instructions or information.

Create Ticker

Title *

Body

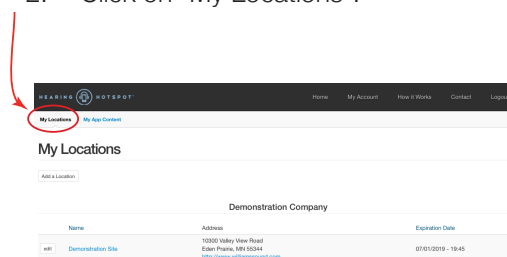
Note: When posting images, you must follow the exact size requirements shown. If not, your images won't display on the mobile device.

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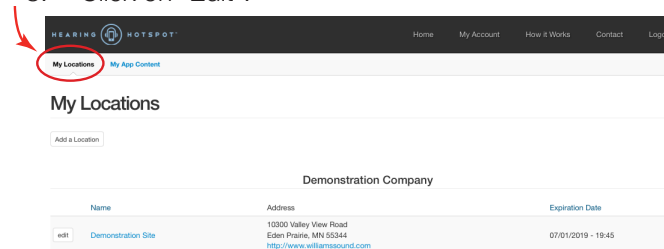
Labelling Channels

Channels can be labelled with 3 fields - a title, description and details - so they can be conveniently identified on mobile devices.

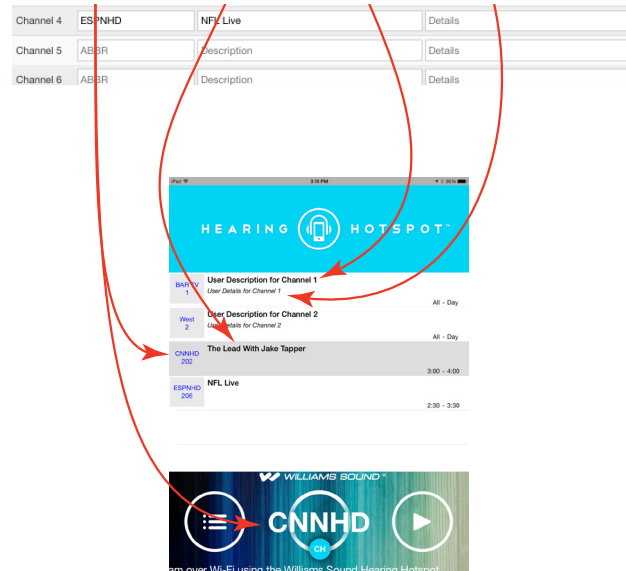
1. Login to the hearing hotspot portal at www.hearinghotspot.com.
2. Click on "My Locations".



3. Click on "Edit".



4. At the bottom of the page, click on "Channel Labels".



5. Edit the channel Title (abbreviation), Description and Details fields. These fields appear in the app on the mobile device as shown below.

Note that the channel number, shown below the channel abbreviation in the channel list, is automatically populated. When manual entries are made, the default channel number is automatically populated. For example, "West 2" was populated with "2". When using DirecTV channel information (see next section for configuration), the channel number will be populated with the DirecTV satellite channel number. For example, "CNNHD 202" was populated with "202".

• CHANNEL LABELS

Channel Labels

| Channel | Label | User Description for Channel | User Details for Channel |
|-----------|--------|--------------------------------|----------------------------|
| Channel 1 | BAR TV | User Description for Channel 1 | User Details for Channel 1 |
| Channel 2 | West | User Description for Channel 2 | User Details for Channel 2 |
| Channel 3 | CNNHD | The Lead With Jake Tapper | Details |
| Channel 4 | ESPNHD | NFL Live | Details |
| Channel 5 | AE3R | Description | Details |
| Channel 6 | AE3R | Description | Details |

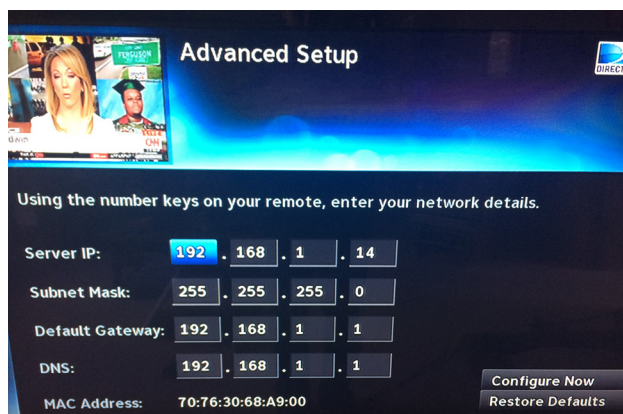
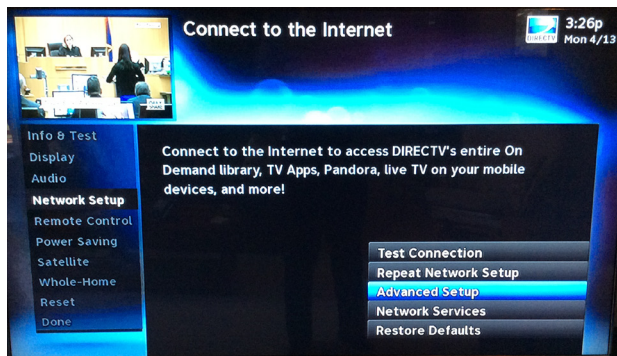
DirecTV Channel Information

Most newer DirecTV receivers have the ability to allow channel information to pass through and populate the channel labels automatically. As the programming changes (e.g. a game ends and another begins) - the new information will be updated for those channels and displayed in the Hearing HotSpot App. This setup process will vary from receiver to receiver.

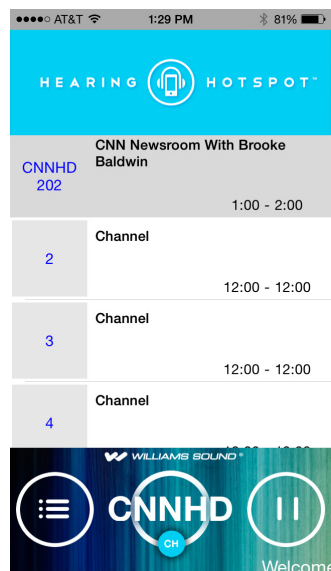
1. Enable/allow external devices to connect in order to receive the guide feed. Go to the DirecTV menu: Settings & Help - Settings - Whole Home - External Device - External Device Access: Allow. Click OK to accept the change.



2. Williams Sound Technical Services will need the IP addresses for each DTV receiver in order for the Hearing HotSpot Server to be updated. To do this, enter the DirecTV menu, go to Settings & Help - Settings - Network Setup - Advanced Setup (first image). The IP address of that specific receiver will be shown (second image). This step will need to be repeated on each DirecTV receiver until all receivers IP addresses have been gathered.



3. Give the IP addresses gathered in Step 2 to Williams Sound Technical Services. They will update the Hearing HotSpot Server with the Satellite addresses.
4. When successfully programmed on each DirecTV receiver, and after the Hearing HotSpot Server is updated with the addresses at Williams Sound, the mobile devices with the app should populate the information similar to what is shown for channel 1 below.



Notes



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