



FIRETEXT USER MANUAL 2009.2 V1.6.5.15

PLEASE READ THIS MANUAL IN ITS ENTIRETY TO FULLY UNDERSTAND THE VALUE OF THIS TEXTING ENTERTAINMENT SOFTWARE!

System Requirements

FireText is compatible with Windows XP Home, XP Professional SP2, Vista and Windows 7 (XP Media Center is **not** compatible with FireText).

The computer running FireText must have the following applications:

1. Microsoft .NET framework 2.0 for Windows XP based computers. Windows Vista and Windows 7 have .NET Framework pre-installed.

NOTE: FireText will not function without the above software on Windows XP Based computers. When you run the FireText software download wizard, it will check for these two applications above.

The computer running FireText should be capable of "dual display or multi-monitor" technology. FireText will run without this technology, but it is recommended to provide the best experience for you and your audience.

Registering Your FireText System

1. The registration of the software will apply only to the specific computer for which the FireText license is issued.
2. From the www.firetext.tv home page, click "Download FireText" at the left side of the page under the 30 Day Demo title.

3. Navigate down near the middle of the web-page under the title Download FireText Now, under step #2 enter your name and email and click on the "Download FireText Software" button. Then choose "run".
4. Choose to install the FireText message



Administrator, Display Output, and Skin Editor.

5. Windows XP Users, Allow the wizard to install Microsoft .NET Framework 2.0 (FireText cannot run with this application). Windows Vista and Windows 7 users proceed to the next step.
6. After installation is complete click on the FireText Message Administrator icon (For Vista, right click on the icon and choose "run as admin" then "allow") on your desktop, and go to HELP on the top right, and then REGISTER.
7. Enter the name to which you would like the FireText license assigned, such as Joe Smith, ABC, Inc., or DEF Productions, Inc. (This name will display at the top right of your message administrator screen once you receive your active license).
8. Navigate to c:/FireText System/ folder (or the folder FireText was installed in if you loaded it to a different location), and e-mail the "COMPANY NAME".Irf file to register@firetext.tv.
9. Your e-mail should include your company name, address, city, state, zip, country, contact name and phone number.
10. FireText's licensing staff will respond to your e-mail with the estimated time needed to process your license request.
11. Save the license.lic file you are e-mailed into your c:/FireText System folder. Save your .dsf screen template(s) into your c:/FireText System/Templates/ folder (For Vista and Windows 7 you must save these files first into a Public folder and then copy

them into the above folders due to Vista's security settings).

Getting FireText Up and Running

1. Before you plug in your phone to the USB port, make sure your phone is in Data / Modem Mode, each manufacturer has their own way of setting this so check on the manufacturers website on how to set your phone in "data / modem mode for connection to a computer". For Motorola brand phones go to "Settings" on the phone, Communications / Connections and then "USB settings" and select "DATA or MODEM" as the default and save the setting if necessary (some phone models do not have this menu option and are already set as DATA by default).
2. Download and install the driver for your phone, available on our website under "tech specs" menu item on www.firetext.tv **Direct Link:** <http://www.firetext.tv/tech-specs.html> at the bottom of the page. You will need to select the correct version of your driver according to your version of windows whether 32bit or 64bit. Choose the USB port of the laptop/desktop that you will always use for the FireText cell phone and connect the phone's specific USB cable to the port (using a generic USB data cable may not work with your phone). You need to use this same port every time you run FireText going forward!
3. The computer will find the phone as a new hardware and will want to install it's driver. If you have completed step 2 above windows will automatically detect and install the correct driver for your phone model. If windows cannot find the correct driver you will have to specify the location of the driver manually by selecting advanced install. Please check your Windows Operating System Help for detailed information.
4. (*Windows 7 Users See step 4b below.*) Once completed, go to start/control panel (for Vista select classic view)/phone and modem options, then the modems tab and see which COM # your new USB modem is showing on (make a note of which COM # is assigned to the new USB modem, (typically will be your

phone's brandname followed by USB Modem).

- 4b. **Windows 7 Users only:** other versions of Windows goto step 4. once completed select your Windows icon in the lower left corner, goto Devices and Printers. You will see your new device under devices with the brand name / model of your phone. Right click on the icon and select Modem Settings, enter your location information and Press ok. Select the Modems Tab. You will see your new Modem listed along side with the COM Port it's attached to, make note of that COM #.
5. Click on the FireText Message Administrator icon.
6. Once the Administrator screen is up, go to PREFERENCES / DEVICE menu, and make sure that the COM # you got from step 4 (4b for Windows 7 Users) is the COM # FireText is set to, then choose apply.
7. You should be all set now! Choose FILE from the top right of the screen, and then START. **Optionally** you can choose RESTART and FireText will retrieve and delete all the messages that are existing in the phone and place them in the inbox of your FireText Software.

The bottom bar on the screen should now be green and say "Device Online."

Troubleshooting:

If FireText is not retrieving messages from your phone

- 1) Go FILE / STOP
- 2) Preferences / Device
- 3) Select GSM PDU Modem/Phone under Device Type. Choose Ok and repeat Step 7.

If FireText is not retrieving messages from an older model Motorola or Nokia phone

- 1) Go FILE / STOP
- 2) Preferences / Device
- 3) Select GSM TEXT and try different "Storage" modes, MT, ME, SM or IM and repeat step 7 until FireText is able to receive text messages from your phone.

Next Step is to Enable Your Secondary Display

**Enabling your secondary display in Windows 7
(Requires Secondary Video Card or Video card
with Multi - Monitor Support)**

1. *Plug in your projector, video line feed or secondary television(s)* Open up Control Panel, select Appearance and Personalization, select Adjust screen resolution.
2. Click on the "Display Settings" Tab
3. Highlight the big #2 by clicking it with your mouse.
4. Windows 7 will ask you if you want to enable the #2 display. Choose "Yes"
5. Check the "Extend my Desktop" box. If you are running projector screens you may have to adjust the resolution to 800px x 600px and for LCD / Plasma Screens you can adjust the resolution to 1280 x 768 as they can handle higher resolutions. If you are running a mixture of both then leave your setting at a lower resolution of 800 x 600.
6. Press APPLY then OK

**Enabling your secondary display in Windows Vista
(Requires Secondary Video Card)**

1. Open up Control Panel and change "Classic View", then select "Personalization" from the list.
2. Click on the "Display Settings" Tab
3. Highlight the big #2 by clicking it with your mouse.
4. Vista will ask you if you want to enable the #2 display. Choose "Yes"
5. Check the "Extend my Desktop" box. If you are running projector screens you may have to adjust the resolution to 800px x 600px and for LCD / Plasma Screens you can adjust the resolution to 1280 x 768 as they can handle higher resolutions. If you are running a mixture of both then leave your setting at a lower resolution of 800 x 600.
6. Press APPLY then OK

**Enabling your secondary display in Windows XP Home or XP Professional
(Requires Secondary Video Card)**

1. Open up Control Panel / Display
2. Click on the Settings Tab

3. Highlight the big #2 by clicking it with your mouse
4. Enable the check box below that says "Extend my Desktop" If you are running projector screens you may have to adjust the resolution to 800px x 600px and for LCD / Plasma Screens you can adjust the resolution to 1280 x 768 as they can handle higher resolutions. If you are running a mixture of both then leave your setting at a lower resolution of 800 x 600.
5. Press APPLY then OK

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Now You Are Ready to Start Up FireText!

Please make sure your energy saver for your laptop, phone, and output devices are disarmed. If your laptop goes into sleep mode, FireText will not operate properly.

Also, make sure your video component is powered on and set to the correct setting (if needed). It must be connected properly to your video output connection of your laptop/desktop.

Double Click on the FireText Display Output Icon first before the Message Administrator (if using Vista, you must right click and select "RUN AS ADMINISTRATOR"). It will automatically expand full screen to your secondary display and will say "standing by" on your video component's screen(s). (If it is not showing on your screen(s), your secondary display is not enabled).

This means the FireText Display screen loaded up on your laptop's screen, press CNTRL + ALT + ENTER (at the same time) to get control of your laptop/desktop. Minimize the FireText display window and GO TO THE RIGHT COLUMN OF PAGE 2 to enable your secondary display.

Double Click on the FireText Message Administrator icon (if using Vista, you must right click and select "RUN AS ADMINISTRATOR").

Click FILE at the top right of the screen and select "START" or "RESTART". (Selecting START will activate FireText, but not retrieve any texts that have built up in the phone's in-box). It is recommended to always select "RESTART", which will retrieve every message from the phone, (This is important when you have texting campaigns active and want all texts that were sent after FireText was previously shut down to be counted).

NOTE: TO SHUT DOWN THE ADMINISTRATOR PROPERLY, ALWAYS CHOOSE FILE FROM THE TOP RIGHT AND THEN STOP.

ALSO, DO NOT SHUT DOWN THE COMPUTER BEFORE PERFORMING THE ABOVE STEP.

You Can Have Users Text HELP To Receive Functionality Assistance

To create this type of texting campaign, the **TEXT INFO** function is utilized

IMPORTANT: You can create as many TEXT INFO or VOTING campaigns as you like, but you cannot use the same keyword twice! FireText will shut down in this case until one of the duplicates is deleted.

1. Select TEXT INFO from the left hand black column.
2. Choose ADD NEW above the Text Info managers window, your options will become activated on your right hand side.
3. Enter in the name for this TEXT INFO campaign for organizational purposes (since this is actually an automated reply campaign, it is recommended to title it accordingly such as Help, Juice, Special, Sale).
4. Enter in a KEYWORD your customers will TEXT to receive the automated reply. For example, if you enter the keyword as HELP, your customers will have to text message in HELP to receive the automated reply.
5. Set TICKETS to 0.
6. Type the message that will be the automated reply to all that text the sample keyword above "HELP". Your message can communicate anything to your customers! For example) you could write: Text STOP or UNSUBSCRIBE to not receive future bulk



SMSs or There's a Sale on this Friday if a person texts in the keyword SALE.

NOTE: Text messages cannot exceed 140 characters.

7. Select Save and your campaign will become active.

FireText Has a Welcome Message

A User # is Assigned By FireText

A four digit user account # is assigned to all participants by FireText (once your database has more than 9,999 users the # goes to five digits), and can be displayed in your welcome message with the code {user}.

1. Select PREFERENCES / GENERAL
2. Toward the bottom portion of the window you will see "Welcome Message"
3. You will see that the welcome message says: "Welcome! FireText knows you as {user}."
4. You can set your welcome message to your liking, and place a check in one of two checkboxes. Either "Enable welcome message reply back" or "Always reply with welcome message".
5. Should you wish not to have a welcome message, make sure that there is no check in either box.
6. Type your message in the text box (Note: Your message cannot exceed 140 characters).
7. Choose APPLY and then OK.

Managing Your USER ACCOUNTS

There are many flags that you can set manually to keep track of different user activities. You can right click on any user or highlight many, and choose EDIT. Now you can choose from many different assignment options for you to keep track of this particular user or group.

Setting up a User as a TRUSTED MODERATOR

1. Choose USER ACCOUNTS in the left hand black column.
2. Right Click on the user you would like to set as a TRUSTED MODERATOR and select EDIT
3. Change the status of the user to TRUSTED MODERATOR and press OK

Now this special user can ban other user accounts by sending the keyword BAN and then the User Number. Example BAN1001

To Send a Warning/Special Message to a Specific User

7. Choose USER ACCOUNTS or INBOX in the left hand black column.
8. Highlight the message(s) or user(s) to whom you would like to send a message and right click, then select SEND MESSAGE or REPLY TEXT (this message can be a warning not to send bad words to the screen, or could advise the user they won a prize!).

To BAN a User

1. Select USER ACCOUNTS from the left hand black column.
2. Right Click the user you would like to ban and select EDIT
3. Change the status of the user to BANNED and press OK

To Un-BAN a User

9. Select USER ACCOUNTS from the left hand black column.
10. Right Click the user you would like to un-ban and select EDIT
11. Change the status of the user to ONLINE and press OK

Opting In And Out Of FireText

Customers are automatically considered to have opted in when they participate in their first FireText texting campaign (the user is considered ONLINE). Your customers should be advised via signage, your PA system, and at the end of every bulk SMS

of the opt out keyword STOP. The default keyword that customers can reply with to opt out after receiving a bulk SMS is STOP.

Once the reply text of STOP is received the record for that cell # in USER ACCOUNTS will show “Unsubscribed” in the Bulk column and the user will not receive any more bulk SMSs unless they text SUBSCRIBE.

LOGIN / LOGOUT are pre-set keywords that when texted by the customer, their USER ACCOUNT status becomes ONLINE or OFFLINE respectively.

Now that the user is OFFLINE you can choose to not send future BULK SMS messages to them by selecting ONLINE USERS for the campaign if you wish.

If a customer texts LOGIN, they will receive WELCOME MESSAGE back.

Changing Pre-Set Opt-In/Out Keywords

1. Go to PREFERENCES / RULES
2. Choose Bulk SMS Unsubscribe Request
3. Choose EDIT and enter the new keyword
4. Choose UPDATE, APPLY then OK
5. Repeat step 2 – 4 for any of the other Rules Logout Request.

**Creating Your Screen Templates
(Step By Step Instructions on Page 14)**

Texting To Screen & Filter

NOTE: Please make sure your energy saver for your laptop, phone, and output devices are disarmed. If your laptop goes into sleep mode, FireText will not operate properly.

12. Select TEMPLATES from the left hand black column.
13. Ten (10) of your available templates are listed here. If you have more than 10 templates created, you’ll need to move ones you are not using to another folder for the 10 you need to be listed in the template library.

14. Select the one you would like by clicking on it and choose "Set as Active" at the top left of the template library window (your display screen(s) should now display the selected template). If not, shutdown both the Output Display and Message Administrator, and start up the Output Display first, then the Message Administrator.

Administrator May Send Messages To The Screen(s)

1. Select INBOX from the left hand black column
2. Select the “Operator Message” link from the choices along the top of the window.
3. The Operator Message Window will open.
4. You’ll see the default Nickname set as Operator. Should you wish to customize the Nickname, click on the field.
5. Enter your message in the text field below the Nickname.
6. After you have completed your message, click the “Send” option.
7. **Your message will display as “Operator” or the customized name for the USER NAME (if your screen template is set to display the USER NAME).**

Allowing Texts To Go To Screen

1. Go to PREFERENCES / GENERAL
2. Find the “Incoming Messages” check box group. Make sure a check is in the “Send message to screen output as default rule” box.
3. If you made a change to any of the boxes, you must choose APPLY then OK for your changes to save.

Sent messages will now appear on the screen(s)!

Do Not Allow Texts Automatically To Screen

1. Go to PREFERENCES / GENERAL
2. Find the “Incoming Messages” check box group. Uncheck the box called “Send message to screen output as default rule”.
3. Choose APPLY then OK.
4. The administrator can select the messages manually from the IN BOX by highlighting

the message(s) and right clicking. Then click "send message to screen" and click YES.

Special Keyword For Texts To Go To Screen

1. The Keyword SCREEN is pre-set to make customers type screen then the message if you wish.
2. To change the keyword to something other than SCREEN go to PREFERENCES / RULES and select "screen request" (currently the default keyword is SCREEN).
3. Choose EDIT to change the keyword
4. Select UPDATE, APPLY and OK.

Administrator Manually Sending Customer Messages to Screen

15. The administrator can always send a message to the screen, even if the filter has been activated.
16. Select INBOX from the left hand black column.
17. Highlight the message(s) you wish to send to the screen.
18. Choose "Send message to screen" from the top of the window.
19. Click YES.
20. If the administrator wants to mark the messages that were sent manually to the screen, simply highlight the message and right click, then choose MARK and the flag color (red, blue, green, or clear).

Customers Can Make a Nickname For Themselves

Advise customers via signage or your PA system that texting NICK then their nickname will change the four-digit account # to the nickname (this is fun for customers using the FLIRT or text to screen functionality).

Using the FireText Filter

NOTE #1: Characters such as * , < > L > > - are not recognized by the filter and will cause an error in FireText that will not allow the program to run (Letters and numbers only).

NOTE #2: If you activate the filter, any character string you have in the filter file will be ignored (this includes KEYWORDS for your texting campaigns). For example: If you use the keyword HELL for a campaign, but hell is also in the filter, all incoming messages will be ignored that contain or start with the letters HELL.

1. Choose PREFERENCES / FILTERS
2. FireText provides a csv file of "naughty words" that you can import into your filter database should you wish (we recommend saving this file in your c:/program files/firetext system folder).
3. If you want to use our file, import the "naughty words" csv, select IMPORT which is to the right of the text box and above EXPORT, then navigate to where it is saved and double click the file.
4. To activate the filter choose APPLY then OK.
5. The filter will now ignore all text messages that contain any word or string of characters in your filter database (even if the string of characters is embedded within a word in the text message).
6. NOTE: Once you have activated the filter, you must export the filter file and click APPLY and OK to deactivate (make sure the filter file is saved elsewhere and delete the file).

Adding a Word or Character String to the Filter

21. Enter the word or character(s) into the text box in the lower portion of the window (only alpha characters and numeric characters are valid for the filter) Characters such as * , / < > etc. are invalid characters and will cause FireText not to work).
22. Choose ADD, APPLY, and OK.

ADDING MANY WORDS AT ONE-TIME

If you want many new words added at once, you need to open Excel and create a one-column csv file that lists the new words. Copy those words, and open your current FireText filter csv file. Paste the new words to the end of your filter file and save

it as csv. Make sure your filter is empty before you import your newest file into the FireText filter window and you'll see all of the new words in there (in alphabetical order). Click APPLY and OK.

To clean the Display Screen if a bad word gets past the filter

23. Go to TEMPLATES on left hand black column. Then select DISCONNECT at the top left of the window (this removes the template from the screen and clears all the messages at were displayed).
24. Then select the new template you would like and choose SET AS ACTIVE TEMPLATE at the top left of the window.

Bulk Messaging (SMS)

Creating and sending a new bulk message

25. Select Bulk SMS from the left hand black column
26. Select the ADD NEW above the list window
27. On the bottom your options will become active for you to enter in information
28. Choose a name for this bulk message, this is just for organizational purposes.
29. Enter the text message you would like to send to your audience, make sure your text message doesn't exceed 140 characters (a counter will popup once 120 character are used).
30. You can select SMS Flash Feature Enabled, this will bypass the receive's text message software within their phone and display a message on their phone's window. This feature will only work if your PREFERENCES / DEVICE is set to PDU Mode under Device Type.
31. You'll notice that GROUP is checked as the default, which allows you to check one or all of the following: ALL, ONLINE, OFFLINE, INACTIVE, or to a specific TEXT INFO Campaign or a specific VOTING Campaign you held.
32. Selecting your other option "Manual", will grey out all options.
33. Click Save.
34. Under "Scope" you will see a dropdown box that is has ANY set as the default (within the dropdown box you'll see MINUTES, HOURS, and DAYS).

35. When selecting other than ANY, you then need to choose "NEWER THAN" or "OLDER THAN".
36. After you have selected one of the above, the appropriate number of minutes, hours, or days into the "Scope" field.
37. Once you have saved the Bulk SMS it will be saved in your Bulk SMS manager list. Highlight the Bulk SMS you just created by selecting it and choose the SEND link above. FireText will ask you to confirm and will then send the message to the user list at about 15 per minute .

NOTE: Do not shutdown FireText after you sent your bulk message, it sends 15 Text Messages per minute and will process through your entire group you selected until complete. You can check the status of the messages in your out-box to see if all your messages have been sent.

Creating Campaigns Where a Specific Cell # is Notified Each Time a User Texts the Keyword (Perfect for Realtors and Other Sales)

To create this type of texting campaign, the TEXT INFO function is utilized

IMPORTANT: You can create as many texting campaigns using the TEXT INFO, TRIVIA, or VOTING functions as you like, but you CANNOT use the same keyword twice! FireText will shut down in this case until one of the duplicates are deleted.

1. Choose ADD NEW above the Text Info managers window, your options will become activated on your right hand side.
2. Enter in the name for this Text to Win campaign for organizational purposes (since this is actually a trivia campaign, it is recommended to title it accordingly).
3. Enter in a KEYWORD your customers will TEXT to receive the informational message. For example, if you enter the key-

word as PROPERTY1, your customers will have to text PROPERTY1 to receive the automated reply that can provide property information.

4. Set TICKETS to 0.
5. Type the message that will be an automated reply to all that text the sample keyword above "PROPERTY1". As an example, your message could say: Property1 address - 1 Smith Dr. Built 1950, 3 BR, 2 Bath, basement, new kitchen, new roof \$200,000. Text MORE1 to be contacted now by an agent."

NOTE: Text messages cannot exceed 140 characters.

6. Select Save and your campaign has now become active.
7. Follow steps 1 – 5 to activate the MORE1 keyword, and enter the agent's cell number 15551234567 in the CELL NOTIFY area.
8. Now, each time a user texts MORE1, the agent will receive the cell phone number of the interested party for immediate contact.

Text To Win – With Acknowledgment Message of Entry

Creating a Text to Win Campaign

IMPORTANT: You can create as many TEXT TO WIN or VOTING campaigns as you like, but you CANNOT use the same keyword twice! FireText will shut down in this case until one of the duplicates are deleted.

38. Select TEXT INFO from the left hand black column.
39. Choose ADD NEW above the Text 2 Win managers window, your options will become activated on your right hand side.
40. Enter in the name for this Text to Win campaign for organizational purposes.
41. Enter in a KEYWORD your customers will TEXT to be entered into your contest. For example, if you enter the keyword as WIN, your customers will have to text message in WIN to be entered into this contest.

42. Set TICKETS to 0.
43. Type the message you would like every participant to receive when they text the KEYWORD, for example you could write: Thank you! You are now entered to win a free gift card. We will pick a winner at 10 PM – Must be present to win.

NOTE: Text messages cannot exceed 140 characters.

44. Select Save and your campaign has now become active.
45. When you are ready to select a Winner, CLOSE the campaign and go to INBOX.
46. Select a random entry you see in the INBOX that texted the KEYWORD for this campaign.
47. Highlight the record for that cell #, and right click on that record.
48. Choose SEND MESSAGE.
49. You can send the winning message to this user, for example: Congratulations!! You have won the Prize. Show this Text Message to the Manager to Claim your Prize

Text To Win – Limit on Entries and No Acknowledgment Message of Entry

Creating a Text to Win Campaign

IMPORTANT: You can create as many texting campaigns using the TEXT INFO, TRIVIA, or VOTING functions as you like, but you CANNOT use the same keyword twice! FireText will shut down in this case until one of the duplicates are deleted.

1. Select TEXT INFO from the left hand black column.
2. Choose ADD NEW above the Text 2 Win managers window, your options will become activated on your right hand side.
3. Enter in the name for this Text to Win campaign for organizational purposes.
4. Enter in a KEYTEXT (keyword) your customers will TEXT to be entered into your contest. For example, if you enter the keyword as WIN, your

customers will have to text message in WIN to be entered into this contest.

5. Set TICKETS to the maximum number of users you would like to be able to enter, for example if you set 200, only 200 cell numbers can enter, if you cap it at 5000, that many cell numbers can enter.
6. Type the message you would like to send to the Winner of this contest, for example you could write: Congratulations!! You have won the Prize. Show this Text Message to the Manager to Claim your Prize.

NOTE: Text messages cannot exceed 140 characters.

7. Select Save and your campaign has now become active.
8. When you are ready to select a random entry, CLOSE the campaign and select ROLL (this will randomly select one of the users who participated and you can send the message).

Creating Keywords That Automatically Send a Reply

To create this type of texting campaign, the TEXT INFO function is utilized

IMPORTANT: You can create as many texting campaigns using the TEXT INFO, TRIVIA, or VOTING functions as you like, but you CANNOT use the same keyword twice! FireText will shut down in this case until one of the duplicates are deleted.

1. Choose ADD NEW above the Text Info managers window, your options will become activated on your right hand side.
2. Enter in the name for this Text to Win campaign for organizational purposes (since this is actually an automated reply campaign, it is recommended to title it accordingly).
3. Enter in a KEYWORD your customers will TEXT to receive the automated reply. For example, if you enter the keyword as INFO, your customers will have to text message in INFO to receive the automated reply.
4. Set TICKETS to 0.

5. Type the message that will be the automated reply to all that text the sample keyword above "INFO". Your message can communicate anything to your customers! For example) you could write: Thanks for entering Billy's Bar texting updates where you will be notified of daily specials and events by 6 PM!
6. Select Save and your campaign has now become active.
7. Now, a BULK SMS can be sent to this group whenever you want to send them information!

NOTE: Text messages cannot exceed 140 characters.

You can also choose to utilize this type of logic by creating a campaign for each day in advance called INFOSAT, INFOSUN, INFOMON, etc... As long as your customers have been told they can text in one of those keyword for daily information, you will see the marketing power of FireText!

Creating Trivia Campaigns With The TEXT INFO Function

To create this type of texting campaign, the TEXT INFO function is utilized

IMPORTANT: You can create as many texting campaigns using the TEXT INFO, TRIVIA, or VOTING functions as you like, but you CANNOT use the same keyword twice! FireText will shut down in this case until one of the duplicates are deleted.

1. Choose ADD NEW above the Text Info managers window, your options will become activated on your right hand side.
2. Enter in the name for this Text to Win campaign for organizational purposes (since this is actually a trivia campaign, it is recommended to title it accordingly).
3. Enter in a KEYWORD your customers will TEXT to play trivia. For example, if you enter the keyword as TRIVIA, your customers

will have to text message in TRIVIA to receive the automated reply with instructions.

4. Set TICKETS to 0.
5. Type the message that will be an automated reply to all that text the sample keyword above "TRIVIA". Your message should communicate the instructions. For example, you could write: Thanks for entering TRIVIA at Billy's Bar! To receive your first question text QUESTION. To answer questions text 1a 1b 1c 2a 2b etc.

NOTE: Text messages cannot exceed 140 characters.

6. Select Save and your campaign has now become active.

Now, repeat the steps outlined above and create a Text Info campaign called for example, Question 1, with the Keyword being QUESTION. Your message here will be the first question in your trivia campaign. For example, Q1 – Who won the 2008 World Series? 1a Phillies 1b Red Sox 1c Rays

Now, create Text Info campaigns for 1a 1b and 1c called for example, Answer 1a, with the Keyword being 1A. Your message here will be for example, Correct! Q2 – What year will be the next leap year? 2a 2010 2b 2012 2c 2014. In this example the message created for 1b and 1c would be, Sorry, the correct answer is Phillies (1a)! Please try again next time.

The process in the above paragraph needs to be repeated for as many questions that you want your customers to see.

Let's say that the 10th question is the last one, and you want to give a prize to the person who answers it correctly first. To do this, the message you create for the correct answer will say for example, Correct again! You may be the first to complete our trivia campaign! Text FINISHED and see if you are first.

Your last Text Info campaign should be set for 1 TICKET, which will allow only one cell phone into the campaign. When the administrator sees that

there is 1 user in the campaign, a appropriate message can be sent.

Trivia - In Exam or Q & A Format (BETA)

IMPORTANT: You can create as many texting campaigns using the TEXT INFO, TRIVIA, or VOTING functions as you like, but you cannot use the same keyword twice! FireText will shut down in this case until one of the duplicates are deleted.

Setting the scene for the Exam or Q&A

1. Customers are either provided with a list of questions and multiple choice answers on a sheet of paper or via your screen(s).
2. Instructions are listed on the paper or screen(s) that advise of the KEYWORD that they will use while participating.
3. The instructions to answer a question would be as follows: To answer a question, text the KEYWORD then Q_, then A, B, or C.

Setting up your Exam or Q & A Campaign

1. Select TRIVIA from the left hand black column.
2. Select ADD NEW at the top of the window.
3. Enter your campaign name in the TEXT field box for organizational purposes.
4. Enter the Keyword for this campaign in the KEY TEXT box (such as Triv).
5. Select IDLE from the mode dropdown box.
6. Within the QUESTIONS window, enter the text of the question in the TEXT field such as "The 2008 World Series Winner" (simply entering "Question 1" is fine as it will not appear as a text to the customer).
7. Enter the question's KEY TEXT such as Q1 for Question 1, or Q2 for Question 2.
8. Now, within the ANSWERS window enter the text of the first choice such as "Rays" in the TEXT field (entering "Answer 1" is also fine since it will not be seen by the customer).
9. Enter the correct answer letter in the KEY TEXT field box. For example: A, B, or C (must be the correct answer).

10. Choose OK and you will notice that your campaign has been added to the chart on the original screen.
11. Repeat Steps 4 – 10 for each of the questions in your Exam or Q&A campaign.

Only the Administrator Can See the Results

1. If you plan to see which customer has the highest % of correct answers, there should be a known ending time to your campaign.
2. FireText keeps track of the questions answered, how many were answered correctly, and the cell phone #.
3. This allows the administrator to send a text message to the customer(s) with the highest %s by choosing USER ACCOUNTS and selecting the appropriate account(s).
4. Right click and choose “send message”, then send your text to the winner.::

Patrons Can Privately Text Flirt

Enabling Private Flirt Messaging

50. Select PREFERENCES / GENERAL and make sure the checkbox “Allow Private Messages Between Users” is checked.
51. If you would like to display the Private Messages between users on your video screen(s), make sure the check box “Send Private Messages to Screen Output” is checked.
52. Any time you make a change you need to click APPLY and OK.

Setting up the scene for Private Flirt Messaging

53. As long as you have the WELCOME MESSAGE set to reply to any new user and the {user} function is contained in the WELCOME MESSAGE, the new customers can send any text to the FireText cell phone to receive their USER #.
54. If a customer forgot their USER #, they can text USER and FireText will reply with the # assigned to that cell phone provided the cell # was already an active user.
55. The customer that wants to participate would write down this USER number on a sticker which they would wear on their shirt.

56. Customers go about their night and other customers can send them private flirt messages directly to that USER # by sending for example :”1001 i think u r cute”. And the User would reply by starting the reply message with their user number, for example : “1002 thank you, let’s meet at the bar for a martini”
57. You can disable the Private Flirt Messaging by going into your PREFERENCES / GENERAL Tab and unchecking the box that says “Allow Private Messages Between Users.”

Conducting Lotteries

1. Select LOTTERY from the left hand black column.
2. Select NEW LOTTERY above the campaign chart.
3. Enter the lottery name in the LOTTERY DATA filed (you will notice the pre-set date and time of 6/5/06 12:12:12. It will update once your lottery is completed).
4. Choose from the four checkboxes to select the participating group for the lottery (you can check any or all boxes).
5. Click the ROLL button located under the checkboxes (FireText will randomly choose a USER from the group(s) you selected).
6. After the ROLL function is completes, FireText displays the winner, and you click OK.
7. You will see the full campaign info showing in the chart at the top portion of the screen.
8. To notify the winner, highlight the appropriate row within the chart.
9. Click NOTIFY WINNER.
10. You will be asked if you want to send a notification message to the winner, if so choose YES.
11. The Lottery Notify window will pop up, and you can create a winning message containing up to 120 characters (120 is the limit here due to FireText adding a unique winner code at the end of your message).
12. To send your message to the winner, click OK.

Text Message Voting

IMPORTANT: You can create as many texting campaigns using the TEXT INFO, TRIVIA, or VOTING functions as you like, but you CANNOT use the same keyword twice! FireText will shut down in this case until one of the duplicates are deleted.

Only one vote will be counted per cell phone for each voting campaign.

Setting up your first voting campaign

1. Select VOTING from the left hand black column.
2. Select ADD NEW above the Voting Manager's window.
3. The options will highlight to the right where you can enter the information for your voting campaign, if you cannot see it completely, expand you Administration window to full screen by double clicking the RED bar on top of the main window. If you still cannot see the options you will need to change your Computer's screen resolution to at least 1024 x 780.
4. Enter the Title for your campaign in the first text field called Title found on the right side of the window. This is just for organizational purposes.
5. Enter the KEY (keyword) your customers will text to vote in the Key field. For example, if you set the KEY as VOTE your customers will need to text VOTE 1, or VOTE1.

Remember, the FireText Message Administrator will not work correctly and will shut down if you use a Key more than once for any TEXT INFO or VOTING campaigns!

6. Next, you need to decide how many voting options you want to show on the screen, if you have 99 contestants you can't show all 99 on the video screen due to the lack of space, but you can show the as many as the Top 10. If you want to show the Top 5, enter in the value of 5 in the Display field.
7. You'll now need to decide whether to allow more than one vote per cell phone. Should you wish to allow more than one vote per

cell phone, check the "Allow multiple voting" box.

8. The "Thanks Message" box can be used to send a "thank you for participating" or "sponsored by FireText" reply message to those who participate.
9. The "Order by" dropdown box provides two choices: Option (the order stays in 1, 2, 3 format) or Voting (the order changes to keep the choice with the most votes on top).
10. The default is by Option.
11. Under the "Order by" dropdown box, you will see options called ADD, EDIT, and DELETE.
12. Selecting ADD will cause an "Edit Voting Option" window to pop-up.
13. Enter what you want choice 1 to be called on the screen in the first Text box (you can put Contestant 1, the Contestant's name, or a team name, etc.)
14. Enter in the initial value for this contestant, this works great if you are collecting votes off a website and want to incorporate it into the results displayed on the screen.
15. Enter an Option Key, this is the value a texter has to enter after the KEY (keyword). So, if the KEY is VOTE, you could set the Option key as 1. The texter will need to text "vote 1 or vote1" in order to vote for this choice.
16. If you are displaying the results in a bar graph form you can choose the color for this Contestant, this color will display as the color of the bar representing this Contestant.
17. Press OK, and then click on SAVE at the bottom right of the window.
18. Repeat steps 12 – 17 and increase the Option Key number or letter by one when adding a new choice for the voter. So if the first contestant's Option key was 1, the next contestant's Option key would be 2.
19. Once you have completed entering in all your choices, select that same SAVE link as you have been clicking.
20. Your new Voting Campaign will show in the Voting manager's list.

21. You must activate your Voting Campaign by highlighting it and choosing the "Activate" link right above. (If the "Activate" link isn't highlighted, you may have to refresh the page, select a different menu item to the left and switch back to the "VOTING" Manager, highlight the VOTATION you would like to activate and choose the "ACTIVATE" link above.)
22. Now, select TEMPLATES from the left hand black column, and click on the voting template you want to use.
23. Click SET AS ACTIVE at the top left of the window.
24. You will now see the Voting Display on your video screen(s).
25. If you want to STOP the voting, highlight the Voting Campaign you would like to stop and select the STOP link right above. (If the "Stop" link isn't highlighted, you may have to refresh the page, select a different menu item to the left and switch back to the "VOTING" Manager, highlight the VOTATION you would like to activate and choose the "STOP" link above.)
26. Your customers will no longer be able to vote for this Campaign. This is a great feature for restricting your voting campaign to a limited number of minutes or hours.
27. When you have completed the Voting Campaign Promotion and are no longer going to be accepting votes you can Close the campaign by Highlighting the Voting Campaign and selecting CLOSE.
- 28.
29. If you're going to be using the same KEYWORD for multiple Voting campaigns you must CLOSE the voting campaign and delete it to free up the KEYWORD. Then you can create another campaign using the same keyword.

Seeing the Votes

You can see what each customer has voted for by highlighting your campaign and selecting the Options Tab or Users tab below

The Options Tab will show you how many votes each Contestant has received so far and the Users

tab will show you which phone numbers voted for which contestants.

Exporting the Votes to Excel

You can export the votes to an excel spreadsheet by highlighting the voting campaign and selecting "Export"

Reviewing and Editing All Keywords Being Used By Your FireText System

1. Go to PREFERENCES / RULES to see all rules. You will see columns titled, NAME, CATEGORY, and KEY TEXT (keyword).
2. There are seven default keywords set in your system automatically.
3. These Keywords are: BIRTH, SONG, GUET, SUBSCRIBE, UNSUBSCRIBE, LOGIN, LOGOUT, and NICK.
4. To edit the keyword, click the row to highlight it.
5. In the lower left portion of the screen you will see a Edit Rule Section.
6. Enter your new Key text (keyword), and select UPDATE, APPLY, then OK.

USING BIRTH, SONG, or GUEST Pre-Set Keywords

These Keywords are built into your Pro Suite Software and can be selected from the left hand black column. Each of these Keywords can be edited for your specific needs by:

1. Selecting PREFERENCES / RULES
2. Highlight the RULE you wish to change.
3. To edit the keyword, click the row to highlight it.
4. In the lower left portion of the screen you will see a Edit Rule Section.
5. Enter your new Key text (keyword), and select UPDATE, APPLY, then OK.

NOTE: The black left hand column of your Message Administrator lists Requests and then three indented titles - Birthday, Guests, Song. Clicking on Requests will show you all incoming texts that were sent, and clicking on any of

the three below requests will show those specific texts requests (if you change the keyword to be used for any of these three, their titles on the black left hand column will not change. Going to PREFERENCES / RULES will show you the current Keyword).

You can send a reply to one message, some messages, or all messages.

1. Reply to one message - highlight it and right clicking, then choose REPLY TEXT.
2. Reply to some messages - highlight each message by holding CNTRL down and left clicking on your choices, then right click and choose REPLY TEXT.

Reply to all messages - highlight each message by holding SHIFT down and left clicking on the first message, then go to the last message and hold down the SHIFT key again and left click. Then right click and choose REPLY TEXT.

Miscellaneous

Exporting Users from your FireText Administrator to Excel as a CSV File

58. Select USER ACCOUNTS from the left hand black column
59. Choose "Export Users" link on top of the user list.
60. Windows will ask you to save the file to a location, choose a location you would like to save your .csv file and click save (all tags will not save to the csv file).

Importing Users from an Excel Spread Sheet to your FireText Administrator

61. Create a csv file in Note or Text Pad and make sure that there is one cell number per line that is followed by a comma, and then a RETURN KEY. The cell numbers must include all digits as if you were calling a non-local number.
62. Select USER ACCOUNTS from the left hand black column
63. Choose "Import Users" link on top of the user list.
64. Windows will ask you to choose a CSV file you would like to import. (FireText will not import

the info if the data does not meet the specifications outlined above.)

Seeing how many users you have in your database

65. Select USER ACCOUNTS from the left hand black column
66. Highlight all the users in the list, Firetext will show you a number below the list which is your current user count.

SKIN EDITOR USER MANUAL

PLEASE READ THIS MANUAL IN ITS ENTIRETY TO FULLY UNDERSTAND THE VALUE OF THE SKIN "TEMPLATE" EDITOR SOFTWARE!

Creating a jpeg or bmp Background Image For Your Template

1. Create a jpeg or bmp file that will be used as the background for the screen template by using your favorite graphic editor program.
2. Dots Per Inch (DPI) for the image needs to be set to 72 DPI.
3. Follow the below guidelines for pixel specifications depending on the display type being used:

For HD Plasma, LCD, and DPI TVs or HD Projectors use – 1280 x 720 px

For Non HD Projectors and Analog TVs use – 800 x 600 px

For a mixture of all of the above use – 1024 x 768 px

If you want to have both voting and texting on the same template, you must overlay the voting code first.

Creating a Transparent Screen Template

Using a screen template that is entirely transparent or has a portion that is transparent allows the crowd to view a PowerPoint presentation, DVD, TV feed, etc. in the transparent window.

1. Create a bmp file (must be bmp for templates having any transparent areas) that will be used as the background for the screen template by using your favorite graphic editor program.
2. Set the pixels at 800 x 600 and the DPI for the image needs to 72.
3. For the area(s) you wish to be transparent on you template, choose SOLID BLUE as the color and set 255 B to 0, R to 0, and G to 0 (Blue, Red, Green).
4. Once your graphics for the template (if any) have been completed, save your file as a bmp.
5. Now, select the FireText Skin Editor icon from your desktop.
6. Select the PROPERTIES tab from the bottom left column menu. Go to DESIGN. Click on the “...” button to the right of BackgroundImage. Navigate to the jpeg or bmp image file you have created using your favorite graphic editor program and select it. Go to BackgroundImageLayout, click on NONE, go to the down arrow that appears, and choose Stretch.
7. Select the TRANSPARENCY KEY right below the BackgroundImage and choose the color blue.
8. Follow the instructions for either creating a text to screen or voting template.
9. If the transparent area does not show when you set the template as active from the Administrator software, you need to adjust your color quality for your secondary dis-

play to 16bit. To do this, go to your Control Panel and then Display Settings.

Display Pictures From Patrons Onto The Screens

1. Pictures will need to be e-mailed to an address first (Your screen template or other signage needs to advise the patrons of the e-mail address).
2. Design your .bmp file with the appropriately sized transparent area.
3. Set the application running your photos on your desktop to fit the transparent area of your template.
4. Once you have your photo application positioned where you want it and have the photo or show on the desktop, set the appropriate template as active.
5. Now, the image will be seen in the transparent area of the template.

Creating a Text-to-Screen Template

1. Select the FireText Skin Editor icon from your desktop..
2. Select the PROPERTIES tab from the bottom left column menu. Go to DESIGN. Click on the “...” button to the right of BackgroundImage. Navigate to the jpeg or bmp image file you have created using your favorite graphic editor program and select it.
3. Go to BackgroundImageLayout, click on NONE, go to the down arrow that appears, and choose Stretch.
4. To Add the Text to Screen Coding to the open area of your template, go to ADD TEXT at the top toolbar. A white DisplayTextControl Square will appear. Select and drag this to the location you wish to place the code and stretch it to your desired size.
5. Go to the bottom item at the left column menu and click on TextBackgroundColor to choose the background for your text box

using the dropdown arrow menu. Transparent is recommended.

6. Go up to FontColor to choose the color you wish to see the text messages appear. White or a light color, if on a black or dark background is recommended.
7. NickFontColor refers to the color of the nickname or codename of the texter. As above, choose via the dropdown arrow menu. If you do not wish to see the nickname or codename, choose False on the ShowNickBeforeMessage option.
8. Choose your Font size and type by going to Font. 36 pt. is often used.
9. You can PREVIEW your text font, size, and scrolling options at anytime after you've set up the text box by choosing PREVIEW from the top tool bar. Clicking on PREVIEW again or on the template area will stop and start the Previewing mechanism. Click back on the text box to gain control over the properties again.

Note: After viewing, if you prefer the text messages to scroll vertically, rather than horizontally, simply choose that option from the TextMovement Option on the menu.

10. SecondsBeforeRepeat will determine the period of time before messages are repeated. Setting it to 0 will deactivate this function (this is used when participation is low to keep texting on the screen). SecondsOnNewMesgPause determines the amount of time before the next message scrolls across your screen. It determines how long the messages will stay on your screen before dropping off to make room for new ones.
11. It is IMPORTANT to specify the valid dates of your template at the bottom of the menu. Choose the date you wish it to become active in the Valid From field and the date you wish it to expire in the Valid To field. You can type in "2999" for the year, for example, to keep it as always valid.
12. Choose FILE / SAVE or SAVE AS to save your new .dsf file you created. Save in

c:/Program Files/FireText System/
Templates/ folder.

Creating a Text Voting To Screen Template

1. Select the FireText Skin Editor icon from your desktop.
2. Select the PROPERTIES tab from the bottom left column menu. Go to DESIGN. Click on the "..." button to the right of BackgroundImage. Navigate to the jpeg or bmp image file you have created using your favorite graphic editor program and select it. Go to BackgroundImageLayout, click on NONE, go to the down arrow that appears, and choose Stretch.
3. To Add the Voting Coding to the open area of your template, go to ADD VOTING at the top toolbar. A white DisplayTextControl Square will appear. Select and drag this to the location you wish to place the code and stretch it to your desired size
4. In OptionsStyle you can choose Text, Bars, or TextAndBars from the dropdown arrow menu. Text gives you a title and percentage. Bars a color-coded bar and percentage, and TextandBars give you all of the above.
5. OptionsTextStyle will give you the option to have a letter (A,B,C, etc) indicator before the voting titles (Letters) or OptionText will give you initials before the voting title (such as RK for Roger Kane), or you can choose None to use the title only.
6. Option Offset, is to tweak the voting bars left or right of the option text. This is a nice feature used to match up Graphics to voting bars that require precise accuracy.
7. ShowTitle will show the Voting title you chose on your voting campaign in the Message Administrator software. If you wish not to see the title, choose False from the dropdown arrow menu. You can also align the title with TitleAlignment and choose its font color with TitleFontColor and size and type with TitleFont.

Remember, you can **PREVIEW** the voting template at any time after you've placed the Voting block into position. Just go to **PREVIEW** at the top toolbar.

8. BarRightPadding determines the position of your voting bar with relation to the titles. BarThickness determines how thin or thick your voting bar is. Under Options you can also choose the font and font color you wish to see. If you want to show the voting rank, choose True for ShowRankPosition and choose the number of voting options you wish to see with TestOptions (e.g. 2, 3, 4, 5 competitors).
9. Choose FILE / SAVE or SAVE AS, and make sure the new .dsf file you created is saved to the c:/FireText System/Templates/ folder.

Using the Firetext Ad Rotator Function.

If you have purchased the Ad Rotator Function it will be activated within your Template Editor.

1. Create a Template in Firetext Template Editor using the standard methods to create a template. Select Ad Rotator Button, a box will be placed within your template, you can position it in a location that you would like.
2. Create a folder c:/FireText System/Ads/ if it doesn't already exist, Place images in JPG format within c:/Firetext System/Ads Folder matching the dimensions that you created the Ad Box. Images will be stretched to fit the box dimensions.
3. FireText Administrator will automatically pull images from that folder and display it on the screen on the template ad rotator spot.

NOTE: FireText Display and Ads folder must be in the same directory on the same computer.

USING FIRETEXT WITH VIRTUAL DJ

If you have Virtual DJ installed on your FireText computer FireText Installer will automatically place the FireText VDJ Plugin within your Virtual DJ's Plugins Folder. Otherwise you can manually install the VDJ Plugin by locating it within your C:/FireText System/Extras Folder and copying it to your Virtual DJ Plugins Folder.

You can only use one method to display text messages on your TV screens, the FireText Display or Virtual DJ software.

1. To use FireText with Virtual DJ, Start your Virtual DJ Software First, then start your FireText Administrator.
2. Go to Preferences / Display, and select the Virtual DJ Direct X Output Option under Configuration and choose OK.
4. Within your Virtual DJ Software to go Activate Plugin on Effects, Video Effects and FireText Plugin and you will be able to administer the options for the plugin within there.
- 4 . Go to FILE / START or RESTART within your FireText Administrator
5. FireText will automatically broadcast messages to your Virtual DJ Software

USING FIRETEXT DISPLAY

The FireText Display can be run on the same computer as the FireText Message Administrator (Which is the Default Installation) or it can be installed on a separate computer and can communicate with FireText Message Administrator over a local area network or over the internet.

1. To Setup The FireText Display on a another computer, download and run the FireText Installer

from www.firetext.tv. When given the option to ask which applications you would like to install, uncheck all the boxes except the FireText Display. You do not need to license the FireText Display.

2. You will need to assign a static IP on the computer you are running the FireText Display, as well as allow open Port 7227 on your computer's Firewall if you have a FireWall Setup. Please check your Windows HELP File on how to set up a static IP as well as how to allow a specific port to be opened up.
3. Start the FireText Display Software on the Display Computer.
4. On the Computer which is running the FireText Message Administrator, open FireText Message Administrator and goto Preferences / Display. Choose "FireText Remote Display" under the configuration menu item and enter the IP address of the Remote Display Computer and select the CONNECT Button.
5. Goto your Templates Menu, black column left side of the FireText Message Administrator.
6. Select a Template you would like by clicking on it and choose "Set as Active Template" above the same window.

Connecting to FireText Display over the Internet

If you are connecting to the FireText Display over the internet, the setup is the same as the above but you will need to enter your WAN IP address within your FireText Message Administrator and will need to setup a Port forward of 7227 to point to the computer that's running your FireText Display within your Network. Please refer to your network router manufacturer on how to forward a port.