



**mobiad**

[www.mobiadhome.com](http://www.mobiadhome.com)

# **mobiAd mobile Application<sub>v2.0</sub>**

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## **User Guide**



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## About mobiad

**mobiAd** mobile application is designed and implemented to be a part of the mobiAd mobile Advertising platform; the application serves as an Ad delivery enabler for mobiAd on device delivery channels. The mobiAd device application is developed to deliver Ads on all S60 Symbian 2<sup>nd</sup> and 3<sup>rd</sup> edition handset models.

By installing mobiAd device application, you subscribe to mobiAd service according to the End User Agreement displayed before installation. Once the application is installed on your device, the device will connect to the server (mobiAd Advertising platform) and get Advertisements images and next connection time;

As the Device will be responsible for retrieving Ads from the server, then displaying on users handsets through a wide variety of the delivery means:



- Displaying the Ad image when dialing a call.
- Displaying the Ad image when receiving a call.
- Displaying the Ad image on mobile background.
- Displaying the Ad image on the sending progress screen when sending an SMS.
- Displaying the Ad image as a sending progress screen when sending a MMS.
- Displaying the Ad image as an operator logo.



The mobiAd application connects to server to get new Advertisement images, get next connection time from server, and submit previously displayed Ad statistics such as number of received calls, dialed calls, sent sms messages, sent mms messages

## System Requirements

To be able to use our mobiAd application:

- A S60 Handset that supports Symbian 2<sup>nd</sup> or 3<sup>rd</sup> edition.
- Internet GPRS, EDGE or 3G data connection (Not a WAP connection) on your mobile handset.

**Tip** For internet GPRS/3G data rates, contact your mobile service provider.

## Installing mobiAd 2.0

### Downloading MobiAd

You can get the mobiAd application through either of the following:

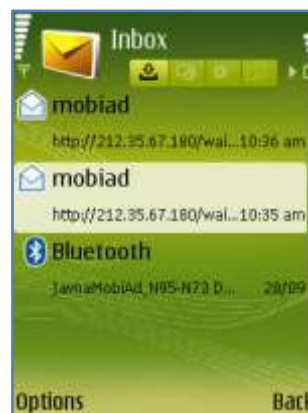
- Visit [www.mobiahome.com](http://www.mobiahome.com) , register to opt-in mobiAd service, once you registration is complete, you will receive a Wap push on your mobile with a link to download mobiAd application.
- Through a **Bluetooth** push sent to you by a friend.

### Installing mobiAd

1. On your handset: open the **Messaging** pan, then open your **Inbox**.
2. Scroll to find the **Bluetooth** message and press the **fire key** to select.



Bluetooth message

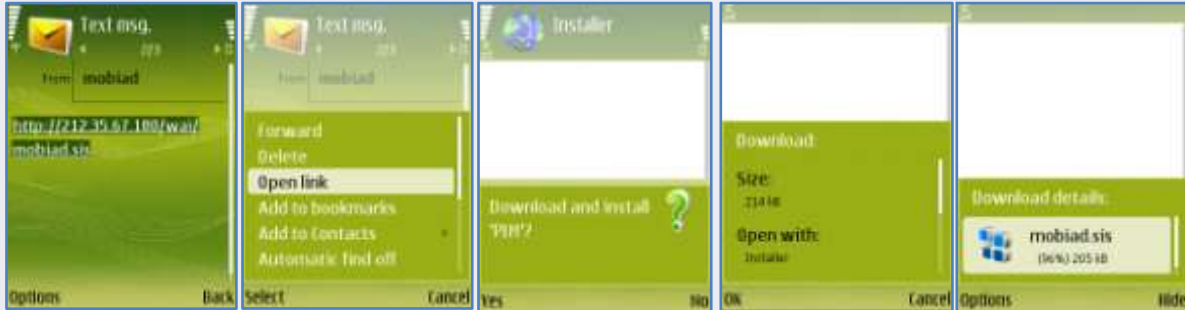


Wap Push Message

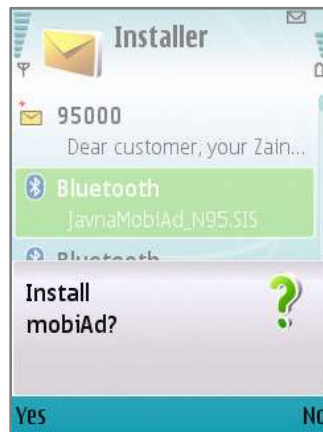
**Important : in case of a Wap Push message**

In case you recived a wap push containing a link to down load mobiAd application, open the message, scroll to the link to highlight it , and then select **Options> Open Link**

The device will connect and download the application;press **Yes** on **Download and install PIM** message.

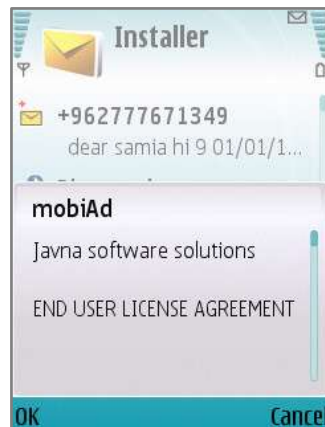
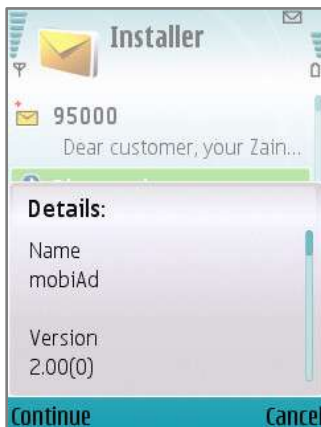


3. The following message will be displayed: **Install Javna MobiAd?** Press **Yes** to continue.



4. Once the installation is initiated, the application’s **Details** screen will be displayed scroll down to view all details, then select **Continue** by pressing the left soft key.

5. The mobiAd **End User License Agreement** will be displayed; scroll down to view the whole agreement, then press **Ok** to approve and continue.




**Important**

To be able to launch mobiAd application automatically when the device reboots, its mandtory to install the mobiAd application at **Phone memory**.

6. Installation will continue and display the following message when finished: **Complete**.
7. Once the installation is completed the mobiAd application will launch automatically to continue with application setup process.

## Setting up mobiAd

1. When mobiAd application installation is finished, the application should be launched automatically.

**If you exit the application while in setup; you can re-launch the application through:** go to you handset's main menu, scroll to **Applications** and press the fire Key to open. Scroll to find **mobiAd** application Icon  and press the fire Key to launch application.

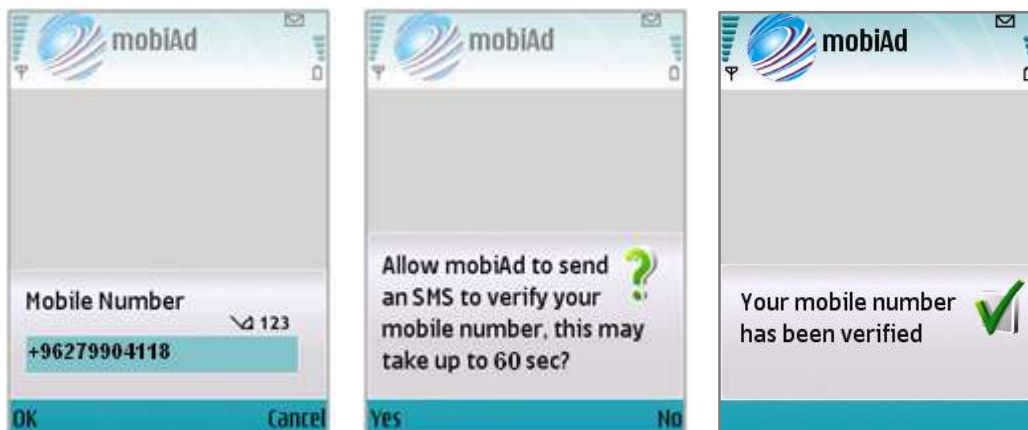


### Important

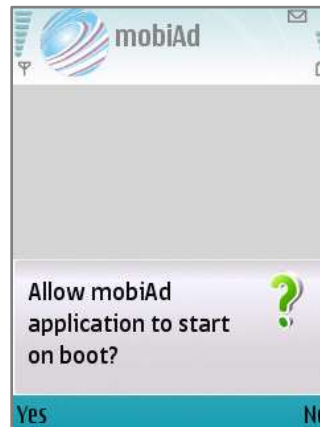
Through installation, mobiAd application will detect your handset current language settings and run application with current language settings , this only applies for **Arabic** language, otherwise application will always run in **English**.

2. **Verify your Mobile Number:** in order to start, the application needs to verify your mobile number, enter your **Mobile number** in the following format: Country Code + Operator Code + Mobile number i.e. **00962799041189** or **+962799041189** then press **Ok**.

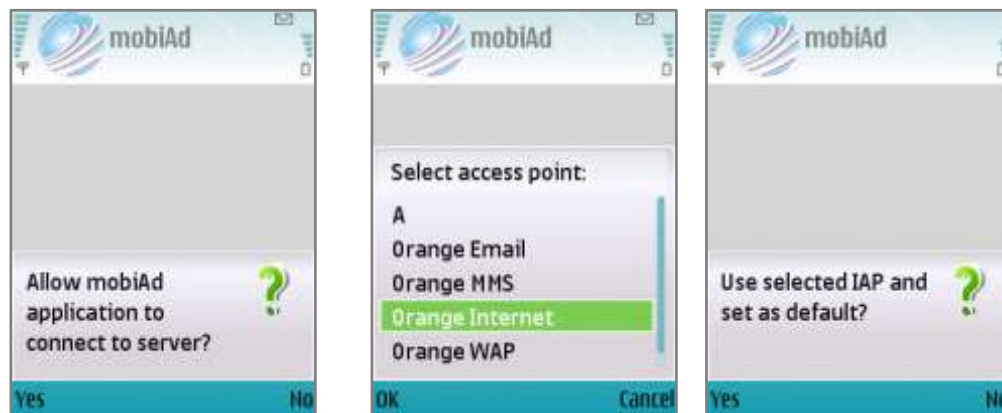
2. The message "**Allow MobiAd to send an SMS to verify your Mobile Number, this may take up to 60 sec?**" will be displayed; press **Yes** to continue. If the mobile number you provided is correct the following message will be displayed: **Your Mobile Number has been verified**.



- Press **Yes** on the following message; **Allow mobiAd to Start on Boot?**, to allow mobiAd to start automatically when the device reboots.



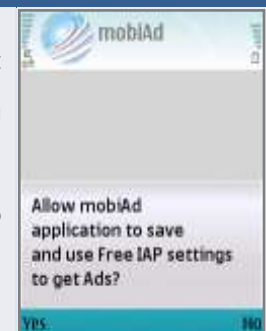
- At this stage mobiAd will need to connect to server to get setup related data: press **Ok** on **Allow MobiAd to Connect to Server?**
- Select a working access point from the displayed Access Points List, so scroll to the intended IAP then press **Ok** to select.
- To save the selected IAP and use it as the default connection for the application; press **Yes** on **Use selected IAP and set as default?**



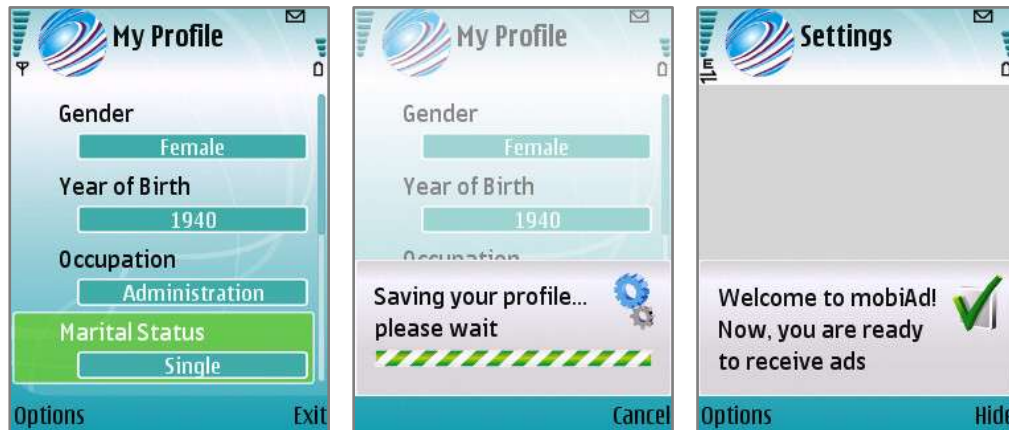
#### Important Note:

While application connects to server, it will check if there is any free internet access point available for your operator: if available the application will ask you to save it and use it, if not available the application startup process will continue.

**Free Internet Access Point:** is an IAP setting used by the application to connect to server freely with no charge.



7. If you are not an already registered user, you will need to fill your profile to subscribe to mobiAd service. Optionally you can fill your profile attributes such as; Gender, Year of Birth, Occupation, Marital status... and then select **Options> Save**.



If you registered previously to mobiAd, and filled your profile through web or Wap, the profile page will not be displayed.

#### Tip

To view the related help tips for the profile page; select **Help** from the Options menu

To view more information about mobiAd; select **About** from the Options menu.

8. After your profile information has been saved successfully, the following message will be displayed;” **Welcome to mobiAd! Now, you are ready to receive ads”**.
9. Now, mobiAd will be minimized (hidden) and will continue to work in the background, you can modify mobiAd settings related to connections, deactivation and more related through mobiAd **Setting** page.

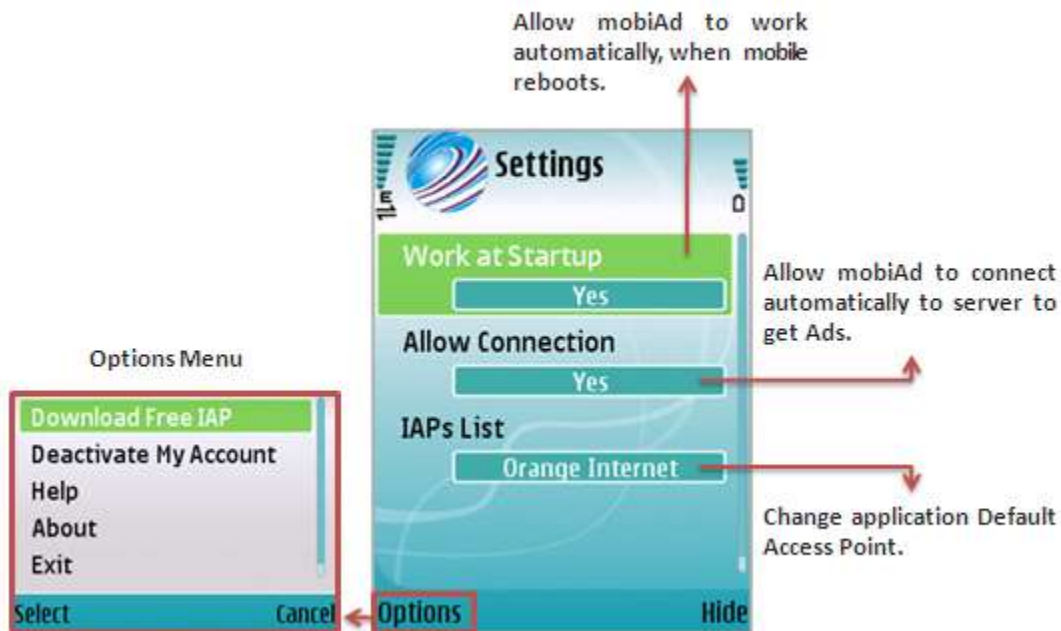


## MobiAd Settings

mobiAd is an application that works in the background as it connects to server to get Ads, next connection time and submit statistics regarding Ad campaign time as stated in the End User License Agreement displayed prior to installation, then display retrieved Ads at defined campaign time.

To control mobiAd main setting options :

- Open your handset main menu, Scroll to **Applications** and press the fire key to open.
- Scroll to find mobiAd application, press the fire key to open **Setting** screen.



### Allow Application to work at startup

To allow mobiAd to start automatically when the device reboots, from the **Settings** screen;

- Scroll to **Work at Startup**; press the fire key to switch to **Yes**.

By Setting this Option to **No**; mobiAd will not be able to start automatically when device reboots, you will have to go and launch the application manually.



## Allow mobiAd to connect automatically to get Ads

MobiAd relies in its work on the connection to server every specific period of time that varies according to server and available campaigns, To allow mobiAd to connect to server automatically at the background when needed to get and retrieve Ads' files, from the **Settings** screen;

Scroll to **Allow Connection**; press the fire key to switch selection to **Yes**.

By Setting this Option to **No**; mobiAd will not be able to connect to server to get Ad consequently Ads will be not displayed and after a specific period of time you will be considered an inactive profile.



## Change Application Default Internet Access Point (IAP)

To change mobiAd default internet access points, from the **Settings** screen;

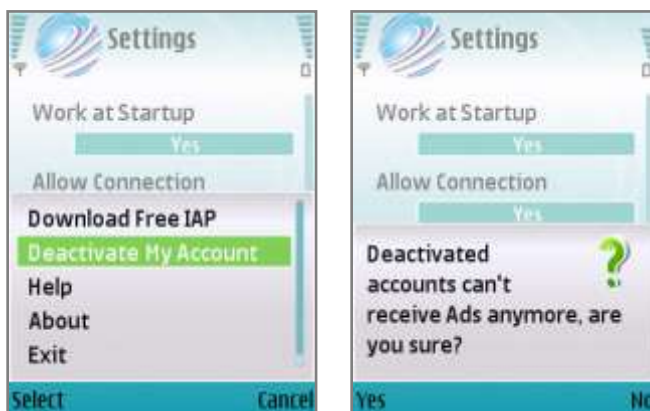
- Scroll to **IAPs List** and press the fire key to open.
- Select a working **IAP**, then press **OK**.



## DEACTIVATE ACCOUNT (opt out from mobiad service)

To stop viewing Ads and opt out from the mobiAd on device service, from mobiAd **Setting** screen;

- Select **Options> Deactivate My Account**.
- A message will be displayed: **Deactivated accounts can't receive Ads anymore, are you sure?**



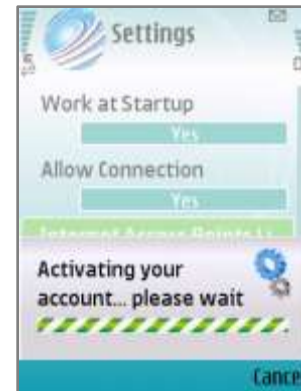
### Tip

By deactivating your account, you will be considered as an opt out user and you will no more receive Ads nor connect to server.

## Activating mobiAd account (Opt in)

To reactivate your account and start viewing Ads again – opt in the mobiAd on device service- from mobiAd **Setting** screen;

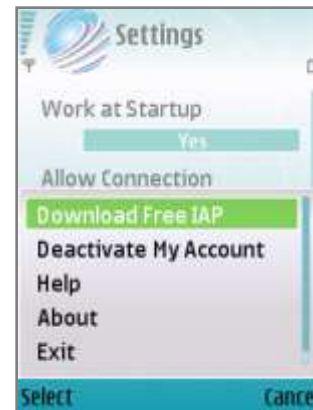
- Select **Options> Activate My Account**.



## Download Free Internet Access Point

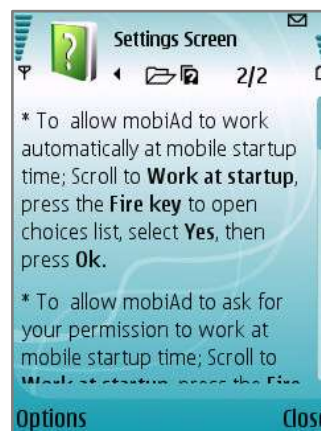
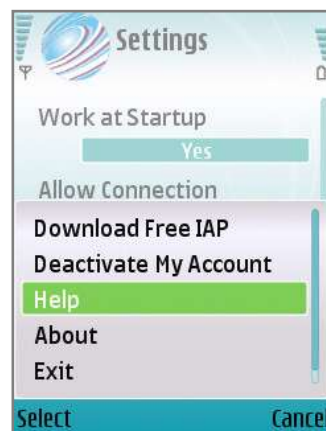
This feature enables you to check if there is any available free internet access point available for your operator, download it and use it as a default IAP for the application:

- Select **Options> Download Free IAP**
- The application will connect to server and if a free IAP is found, the following message will be displayed: **Allow application to save and use free IAP settings to get Ads?** Press **Yes** to use it.



## View Help tips

To view the application Help, from mobiAd **Settings** screen: Select **Options> Help**.





## View more information about application

To view information about application, from mobiAd **Settings** screen: Select **Options> About**.



### Tips

When you finish all intended changes, press **Hide** to minimize the application.

## Close the Application

To close mobiAd mobile application, select **Options> Exit** from **Setting** screen, a message will be displayed “Exit mobiAd application?” press **Yes** to close application.

