

Jellingspot Data Server

User Scenario Guide

Introduction

The purpose of this document is to provide a list of realistic scenarios that will demonstrate the features and functionality of Midletsoft's *Jellingspot Data Server* ("JDS"), a proximity content distribution server point server with Bluetooth-w ireless technology. This scenario guide is not meant to be a complete application overview, but only a summary of JDS's flexibility and power in regards to its possible deployment uses in select market environments.

Scenario I: Location Based Marketing

Jana is a 24-year-old woman. Santa Claus brought her a Fujitsu-Siemens Pocket LOOX PDA with integrated Bluetooth that is loaded with Microsoft's Pocket PC 2002 for Christmas. All of her other relatives had no idea what to buy her for Christmas, so she got hoards of cash instead. However, since she is an impulse buyer, she does not know exactly what she would like to buy until she comes across it near the cash register. So what a girl to do? Having Midletsoft's *Jellingspot Client* pre-loaded onto her new device, she takes the metro to the business district in the center of Prague. She gets off the metro, turns on her LOOX, and runs the Jellingspot client application. A window pops up, and inside this window are the words, "Active and Searching." She begins to walk around the square – she walks in front of a McDonald's, and she hears a beep, she looks down at her PDA, and the words "McDonald's" appears. She double-clicks the word "McDonald's" with her stylus. Jana has now entered the 4th dimension. In a blink of an eye, a bright red banner hits her device, with pictures of tasty burgers and fries on her PDA's screen: "Get a value menu for 89kc with this coupon," and then 5 seconds later, another rotates in, "Two burgers on Tuesday for 20kcs." 10 seconds ago she had no interest in eating at McDonald's, but now she has beentaken in by the beauty of the burgers... she simply cannot resist and contributes to world globalization by ordering a #1 Value Meal.

While she is eating, her boyfriend Martin sends her an instant message: "Hello Jana , where are you?" Jana replies, "Uh, I'm eating at some health food store in the center." Martin writes, "That's great! I'm in the center too! I'll meet you, but first I need to run to the book store." Jana replies, "Great. Give me a call when you're done – I'm going window shopping when I'm done eating." Martin sends back a ☺ face icon.

Scenario II: Intranet Access

As soon as Martin logs off of his instant messenger application, he arrives in front of Levny Knihy – the Discount Books store. Martin is packing a Sony-Ericsson P800. This is not any ordinary phone – it has a color screen, expandable memory, and comes with an integrated Bluetooth radio. He selects his recently downloaded Jellingspot client application for the Symbian O/S as his weapon of choice. Immediately he gets a request from “Levny Knihy” – he accepts it, and he begins to get color banners advertising book specials and recently arrived books. However, Martin is not window shopping today because he is on a mission. He burst through the store’s front door, and heads quickly to the literature section. The store has a large section of books and he does not have time to search for his intended target all day. He begins searching for Goethe’s “Faust,” but he cannot find it. He looks toward the store owned computer terminal that searches the inventory, but younger kids are viewing all of the Harry Potter selections and debating which book is best. Martin takes one step toward the terminal to wait in the long line, but then his neurons begin to fire – he can search the terminal from his phone! He pulls out his phone – clicks the little box to close out the banner function window, and is then presented with a new option: Search Database. Martin is now in firing range of the Intranet Browsing selection. He clicks it, and a search window pops up. He types in “Goethe,” and selects “Go!” A few seconds later, a list of all the books written by Goethe come into view – he selects “Faust” and in a second, he is now looking at the ISBN number, location in the store, whether or not it is available, and the price. He turns his head back to the shelf, scans the numbers with his eyes, and matches the number on his phone with that of a book with the same number on its spine. He has found his book and is now off to the cash register to pay for it. Those young kids still have not come to a conclusion which Harry Potter book is the best.

Scenario III: Client Tracking

In the meantime, Jana has left McDonald’s and is off again, and this time she has music on her mind. She heads off to the “The Big Music Shop,” which has everything you can imagine: CDs, DVDs, Tapes, Posters... you name it, the store has it. She walks up into the store and electronic coupons begin appearing on her PDA, she quickly looks and then closes out the window. The same function that Martin utilized earlier, the Intranet Browsing capability, also asks for permission to initiate. She selects “Ok.” A page appears on her PDA. The page asks for her to login or register for a new account. She is about to register a new account, but then remembers that she already registered for an account the last time she was there. She types in her password (her login is her unique Bluetooth number). The screen begins loading up a new page, and the first words she begins to see are, “Welcome Jana !” She now sees the stores wireless based intranet page : It has her last purchased items listed, it tells her of new music titles that fit the genera she prefers, it makes suggestions based upon what other people have bought, and it tells her of all of the unique discounts she can obtain as a “Jellingspot” customer. She does a search for the band “Sol Invictus,” and it shows they have got one copy located in the Pop section. She walks over to the section and grabs the CD. Now she has the CD in her hand, she selects “Reviews” on her PDA and reads what reviewers have to say about the album (obtained via the stores Internet site). The album gets great reviews, and so she begins unloading some of that Christmas cash and makes her first purchase as a Jellingspot customer.

Scenario IV: Dynamic Ordering

After leaving the book store, Martin calls Jana, and tells her to meet him at “Blue Pizza.” 5 minutes later, both Martin and Jana are standing outside Blue Pizza, when Martin says, “I’m hungry, let us go get some Pizza!” Jana already ate, but is willing to grab some wine so they both go in. Blue Pizza was big, and it was crowded! They sat themselves down, and both of them pulled out their Jellingspot enabled devices. They both started their browser applications because they knew that Blue Pizza was Jellingspot enabled. Again, they had the choice to receive banners or to view their restaurant’s Intranet. They both picked the Intranet. Martin viewed the food menu, and Jana viewed the cocktail menu. After deciding, they simply click on what they want. Another page opens, and asks them for their table number (each table has a number on it), and it has a text box for special suggestions. When they are done filling in what they want, they simply hit “Send” and the order goes to the cooks/waiters! About 15 minutes later, Martin’s all cheese pizza arrives with his coke, and Jana gets a .20dl of Moravian Wine.

Scenario V: Wireless Wallet

After a good hour of conversation, drinking and eating, Martin and Jana decide they want to go watch the newest Lord of the Rings movie. However, before they go, they have to pay for the massive amounts food and drink they just consumed. No need to wait for the waitress to return to ask for the bill: Martin pulls out his P800 Jellingspot enabled device, and does a services lookup. Blue Pizza is not your normal pizzeria... not only can you order your food wirelessly over Bluetooth, but you can pay for it, too!

The “Payment System” service appears, and Martin selects it. As the light from his device’s Bluetooth indicator lights up, a popup appears and reminds him that this connection will be a secure, 128-bit connection; Martin accepts. An itemized list appears on his screen... a list of all the food and drinks he and Jana consumed. Everything looks good to Martin; Jana looks over the list and concurs. Martin then selects “check out” under the list, and a total amount appears: Martin and Jana have consumed 600kc of eatable goods. Martin adds another 100kc for near perfect service in the “tips box” and selects “new total,” which now registers 700kc. Martin selects “Purchase.” A warning “Are you sure you want to pay 700kc” appears; Martin selects YES! After a 30 second wait, a popup appears which reads: “Paid. Thank you for eating at Blue Pizza and have a nice day.”

As Martin and Jana head out of the door, the waitress has a big smile on her face and waves to them goodbye.

Scenario VI: Dynamic Media Streaming

On the way to the movie theatre, Martin calls his friend Ross and asks if he and his girlfriend Lana are interested in going to the movies with him and Jana. Ross, having not seen Lord of the Rings yet, quickly agrees, and says he and Lana will meet Martin and Jana at King Cinemas in 30 minutes! After a 20 minute tram ride, Martin and Jana arrive at King Cinema. They walk up near the ticketing area to check out the movie times and to see which movies in fact are playing... they see a poster of Lord of the Rings and Martin gets excited; however, Jana doesn’t know anything

about Lord of the Rings. Ask her about Czech literature, and she can ramble off a dozen names in less than 2 seconds, but English literature just draws blank stares.

To rectify her lack of knowledge about Lord of the Rings, Jana pulls out her LOOX PDA, opens her Jellingspot browser, and begins doing a service lookup. She saw in the paper a few days ago that King Cinema recently became a proud member of the Jellingspot community. She sees the movie preview service. She taps it, and then sees the list of available movies playing. She clicks Lord of the Rings... within seconds she is watching a 2 minute long movie preview of LotRs on her PDA! While Jana is watching her preview, Martin is doing the same as Jana, but he is previewing the newest Bond movie. However, when Jana is done, Martin comments, "Bond doesn't have anything on Gandalf!" Minutes later, Ross and Lana arrive, they all buy tickets, and they are off to the snack stand. Ross and Martin look like little kids in a candy store.

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Do you have a story or scenario you want to tell? Let us know!
Email us at scenarios@midletsoft.com - after reviewing your selection, if appropriate, we will add it to our list!

Jellingspot Data Server is a product equipped with :



Wireless Technology