



Proximoos User Guide

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1. Introduction

The purpose of this application is to enable carrying out demonstrations based on data transmission through sound waves as a communication channel between devices. This App integrates the CopSonic technology for ultrasound communication (hereinafter called "US").

Proximoos is a marketing solution based on US as a universal contactless communication technology. It allows brands and retailers to engage all their customers over the entire consumption path: from the digital point of contact to their physical presence in the store.

The idea is to use unique ultrasounds to create engagement areas that can be detected by the retailer's smartphone application.

When the user 'smartphone detects the engagements area, the interaction begins.

With this solution, at first level, apps will be triggered to show different contents:

- static image
- HTML pages
- Videos
- Coupons

The second level of apps is to localize engagement area to guide the consumer through the store.

The Proximoos system is composed of:

- Backoffice
- Smartphone app
- Demo website

This documentation covers the smartphone application and the demo website.

The smartphone application has been developed for Android and iOS environments. It is NOT a final product or a service. This application must be considered as a valid support to enable testing.

In addition to this user guide, a general introduction to ultrasounds will help you understanding the fundamentals of this approach. This document is available on the following link:

➤ [Ultrasound General Introduction](#)



2. The use case

The illustrated use case is a promotional offer launched by a borne in a specific area of the store.

On his smart device, the user opens the "Proximoos" application. The application will receive the message (issued by US) and thus access the corresponding offer and display on the store map its current position and the position of the products.

To perform this demo, you will need:

- 1) A device (computer, laptop, smartphone, tablet...) on which the demo website can be opened on any navigation browser.

Website: <https://proximoos.copsonic.com/>

- 2) A smartphone with the mobile application "Proximoos". This App is available for Android and iOS. The CopSonic SDK allowed us to integrate the US technology within the Apps during their development. The installation process will be explained further in this document.

An Internet connection (WiFi, 3G, 4G...) on the smartphone is required to download the secondary content offered by the ad through the US/WM. Once the secondary content has been downloaded on the mobile at least once, the application works offline.

3. Installation of the mobile application

The compatible Operating System versions for the smartphone applications are:

Smartphone OS	Android	iOS
Version	4.0+	8.0+

3.1 Step-by-step installation procedure for Android

- 1- Download the demo application using the following link:

CopSonic Store: <https://apps.copsonic.com/ApplicationDetails.aspx?ApplicationId=177>

- 2- Launch the downloaded .apk file to start the installation process.

Before installation from CopSonic Store, your smartphone may inform you that the source is unreliable as it is not downloaded from an official App Store. See more about this issue in the following link:

➤ [Allow the installation of external applications.](#)

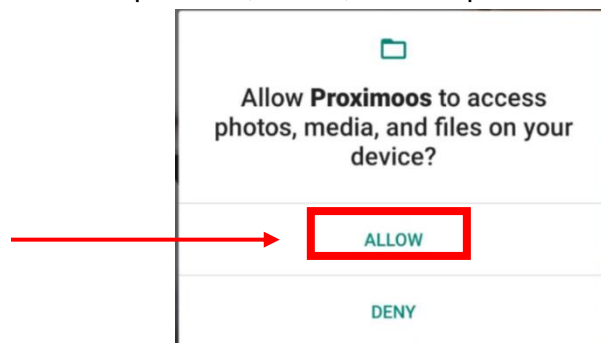


Once installed, this icon will appear on your device:

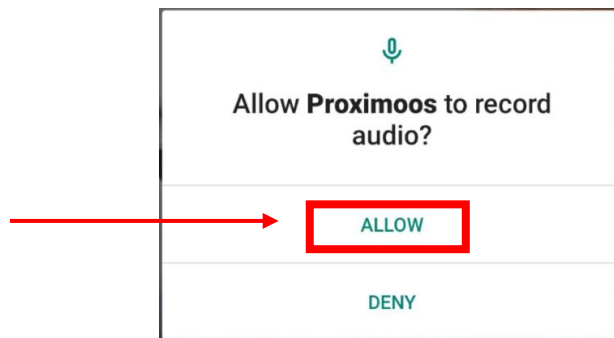


3- When starting the application, necessary permissions will be requested::

- Write external storage: the application will store multimedia material to enable the second screen experience; hence, it will request access to photos, media and files



- Record Audio: Since the application needs to receive the audio signals through the microphone, this permission must be added.



The CopSonic technology is capable of generating ultrasonic audio signals with messages modulated within them, as well as detecting and reconstructing these messages after recording and analysing the audio samples that contain them. The messages are encoded using very high inaudible frequencies and the App just scans those frequencies. So, even though the recorded audio covers the whole spectrum of frequencies, CopSonic only analysis the inaudible bands once and the system not keep any kind of record whatsoever of any of the processed audio recordings.



3.2 Step-by-step installation procedure for iOS

- 1- Install the demo application using the following link:

CopSonic Store: <https://apps.copsonic.com/ApplicationDetails.aspx?ApplicationId=198>

- 2- Once the app is installed, when trying to run it, a warning might appear (if it is the first time that you are running CopSonic demos). This message will say that the certificate is not reliable since the App has not been downloaded from Apple's App Store.



The steps to solve this issue are described in the following link:

- [Allow the installation of external applications "Activate Trusted Certificates"](#).

The required permissions are the same as for the Android application.
[See the description in the previous section.](#)



4. Accessing the demo website

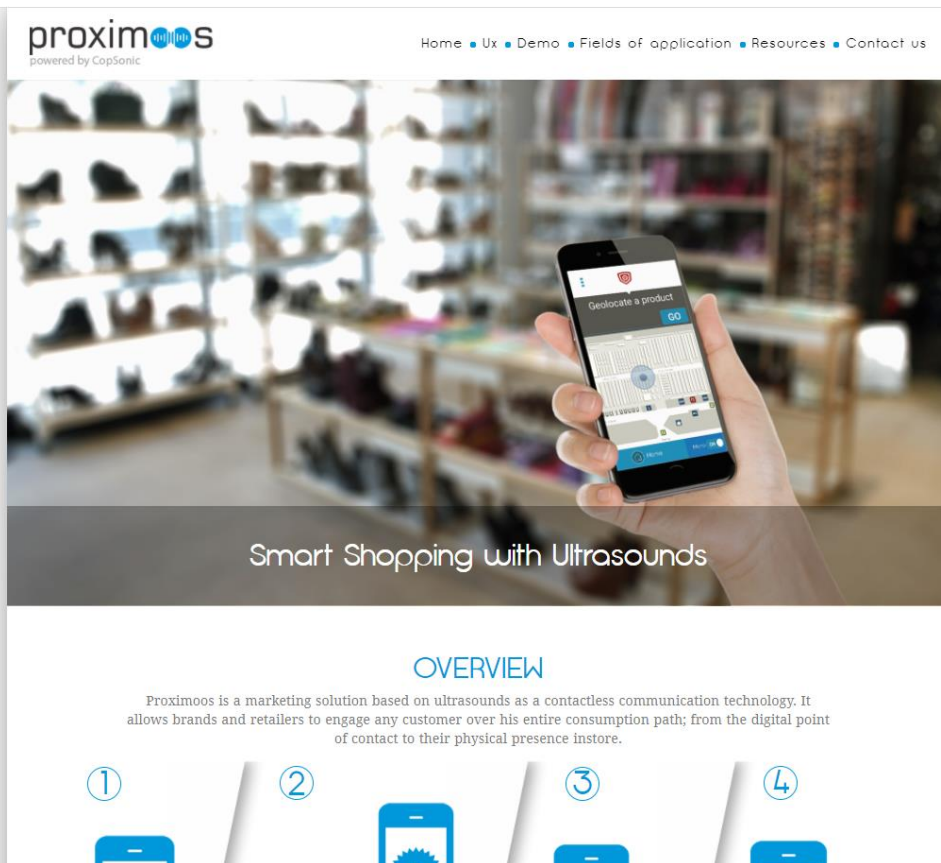
The demo website requires the following minimum browser compatibility:

Browser	Chrome	Firefox	IE	Edge	Safari
Version	68.0	61.0	11.0	42.0	11.0

To know your browser version, please use this link:

➤ <https://lehollandaisvolant.net/tout/tools/browser/>

Within your web browser, open : <https://proximoos.copsonic.com/>

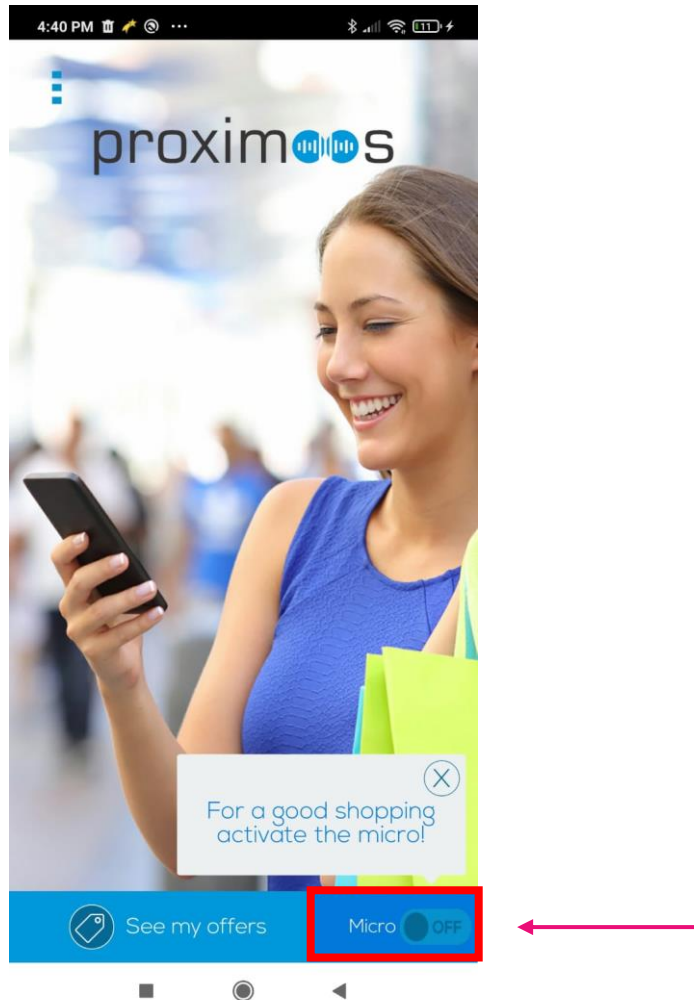




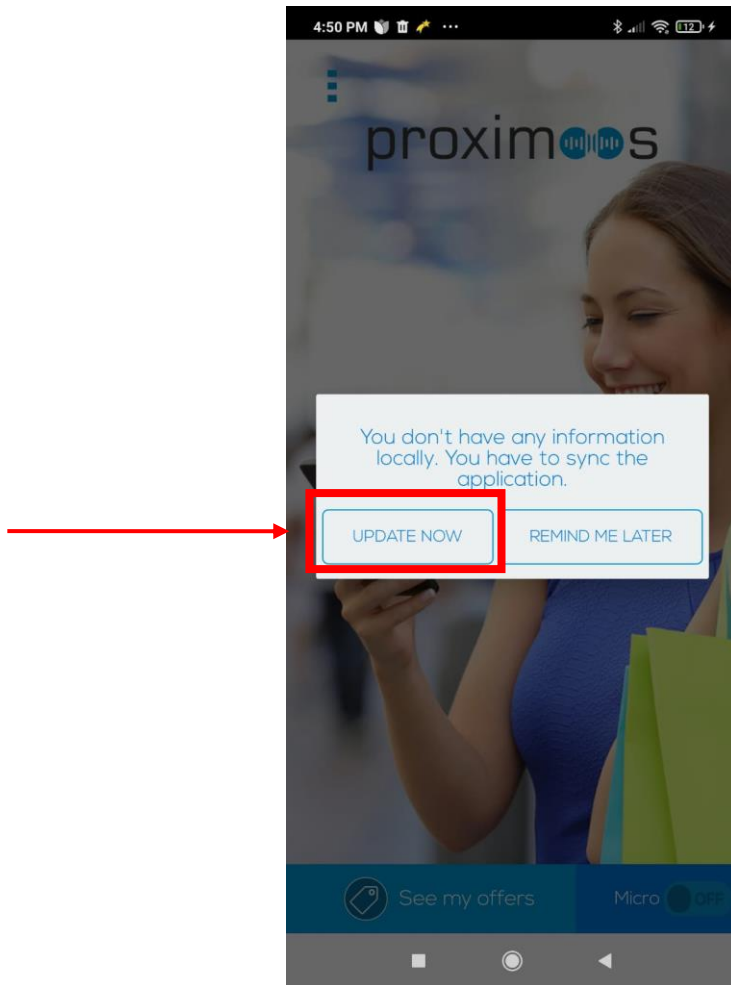
5. Running the demo

This chapter describes the steps to follow in order to carry out the demo after installing the mobile App and opening the demo website in your browser.

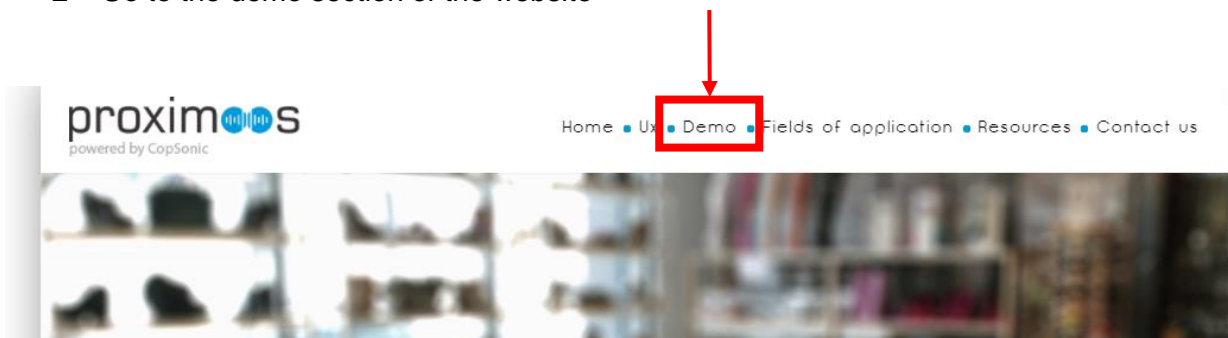
- 1- Launch the application and activate the microphone:



When starting for the first time, the application will request synchronization to download the content. Click on “Update now” button.



2- Go to the demo section of the website

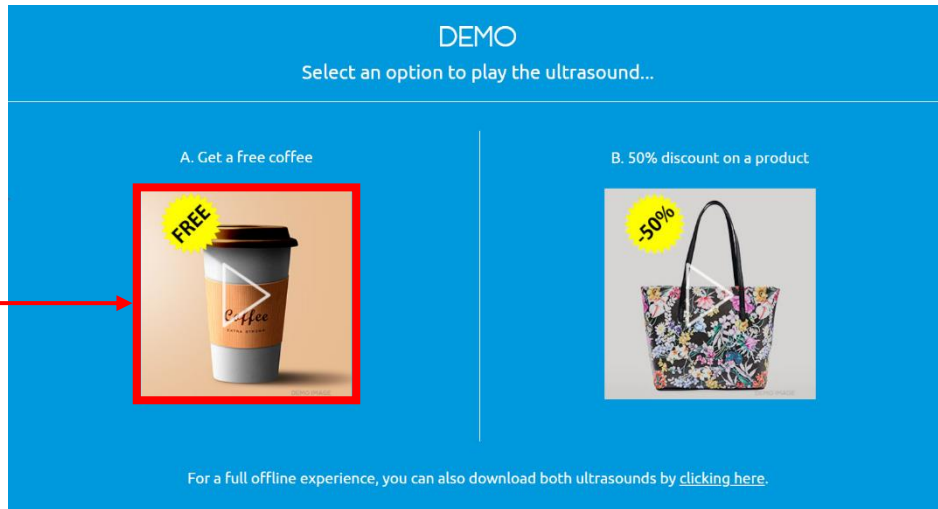


On this demo, you find two coupons:

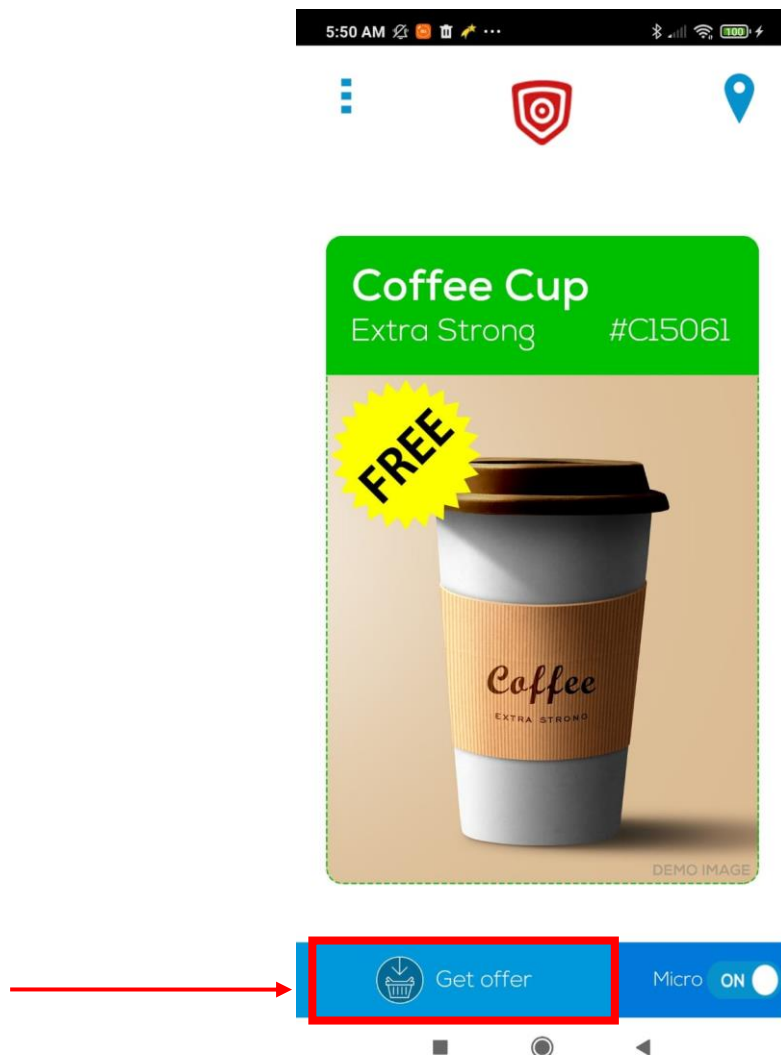
- Coffee
- Purse



3- Click on the coffee option



When the application detects the United States, it displays the following screen:





4- Click on “Get offer” button to catch the offer

To test the purse coupon click on the purse option of the website and the application will show the following screen when detecting the US:





7. Support and F.A.Q

Do not hesitate to contact us for assistance on this demo environment or for further information:

- By mail: support@copsonic.com

- By phone: +33 563 67 81 20

The Smartphone App does not catch the ultrasounds:

The US technology requires a loudspeaker on the emitting source. The source must be able to emit, so “mute” must be canceled and have an acceptable volume.

- a) Check the broadcasting source is not on mute.
- b) Check the volume of the speakers.
- c) Check if you have headphones connected.

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