

Mobile Marketing Pro Installation Guide.

Before installing Mobile Marketing Pro, you must install the following free required components:

- ※ .NET Framework version 2.0
- ※ MS SQL Express 2005

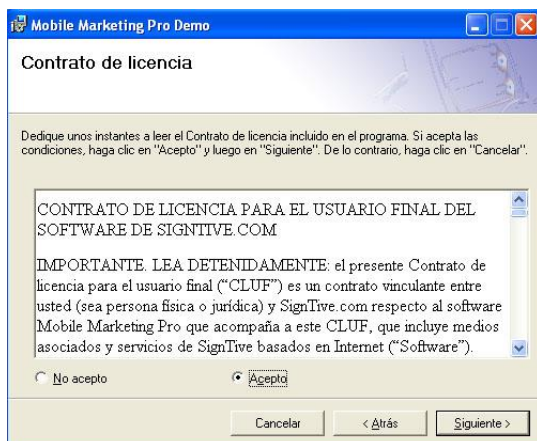
You can download these components from Microsoft directly or you can find links to them in our download page:

<http://www.mobilemarketingpro.com/eng/download.htm>

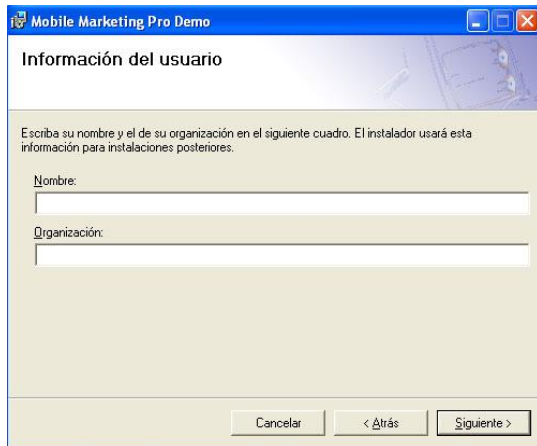
To start installation of Mobile Marketing Pro, you must click and run **setupdemo_eng.exe**. The following window will appear:



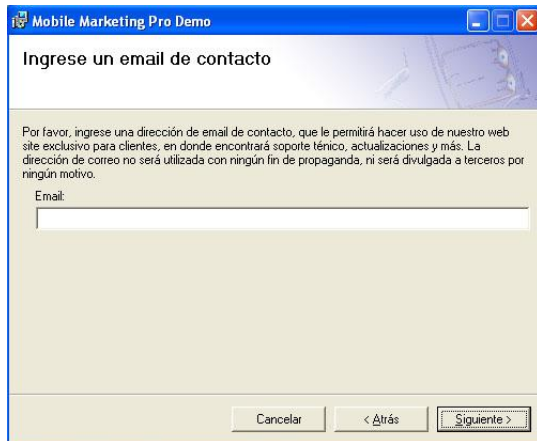
Please **review and accept** the license agreement and click **Next**.



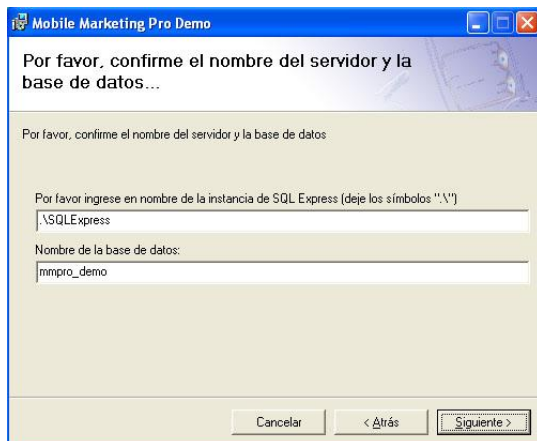
Please enter your **Name** and your **Organization Name** (if the software is licensed to you please repeat your name as the organization name). Click **Next**.



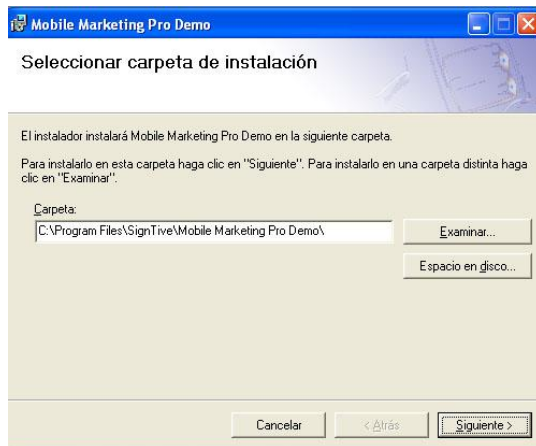
Please enter an **email address** to contact you. This email address is important and we will use it to **validate your identity** when required. Click **Next**.



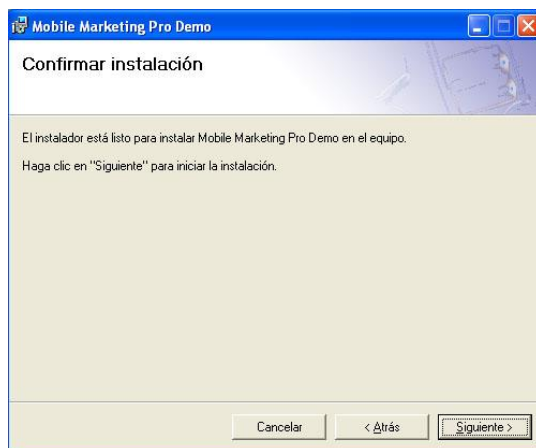
Then you must enter the **SQL Server Instance Name** and the **Database Name** that will be created for Mobile Marketing Pro. If you have installed SQL Server Express with the default option leave the SQL Server Instance Name with the default value (.\\SQLEXPRESS), otherwise enter the instance name specified in SQL Express installation process. Please, leave the database name as default, unless it conflicts with an existing database name you have created. Click **Next**.



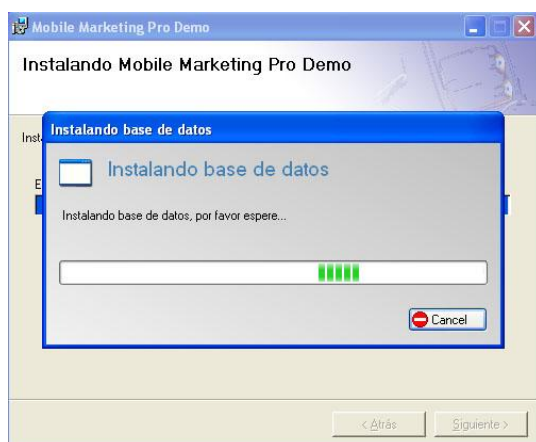
Enter the **installation folder path**. Please leave it as default suggest. Changing this option in Windows Vista can make Mobile Marketing Pro unusable due to security permissions. Click **Next**.



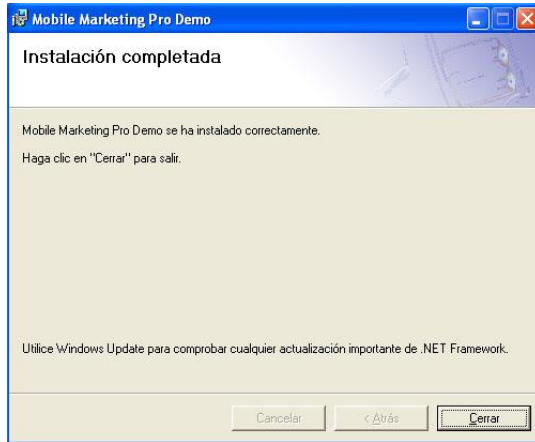
A confirmation window appears, **click next** to start the installation.



During installation, after copying files, a window showing **database installation** progress can appear. Do not cancel this process.



The **installation finished window** appears. **Click close**, you have installed Mobile Marketing Pro.



You need to connect and activate your cell phone.

Once the Mobile Marketing Pro is installed, you must connect and install the cell phone data cable driver.

You will need a cell phone or GSM modem and data cables with the drivers for your operating system.



Follow these steps to connect your cell phone.

Note: These are general instructions; please follow detailed instructions from your cell phone and cable manufacturer.

Connect the data cable to the cell phone as shown bellow.



Then connect the cable to your PC as shown below.

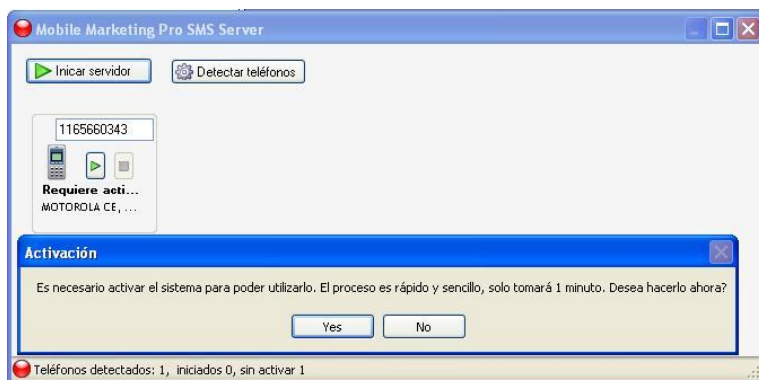


Then your operating system should detect and install the required cable drivers for your cell phone.

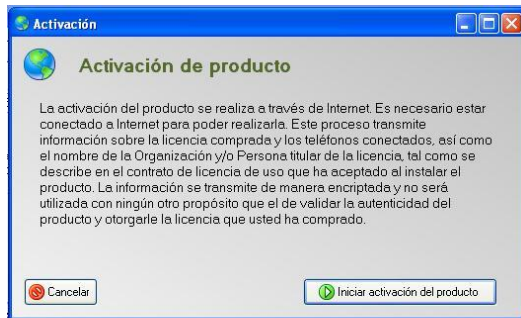
Once the cell phone and data cable are connected and the drivers installed, **run Mobile Marketing Pro** previously installed. A **startup window** will appear for the evaluation version, you must wait until the continue button get enabled, **press continue**.



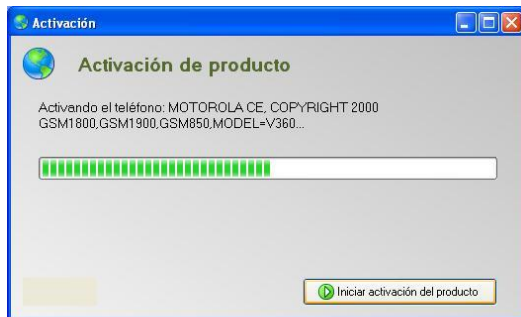
Mobile Marketing Pro will auto detect your phone and a window should appear asking you if you want to **activate the cell phone** now. The **Activation Process requires an Internet Connection**, ensure you are connected to the Internet and **Click yes** to start activation. If the window does not appear, please press Detect Phones button to manually start the detection process.



The Product Activation Window appears, with information about the activation process. Click on **Start Activation Process** to activate the cell phone.



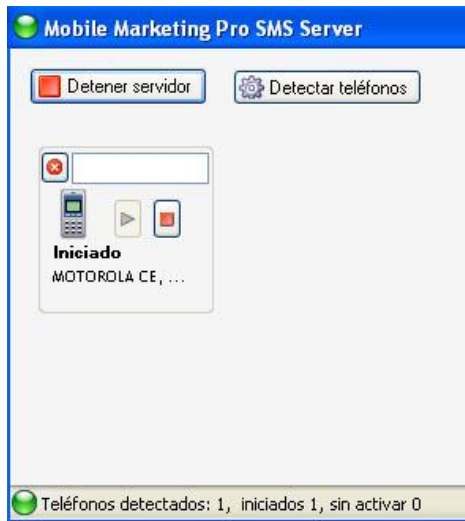
The window will show the phone model and you will see the progress of the activation process updating. Depending on your Internet connection speed, the process can take a few minutes.



Once activation is finished, you will see a window indicating that the cell phone has been activated successfully. **Click OK** to finish.



You will see in the **Phones Server Window** that your phone has been activated and running. You are ready to send and receive SMS text messages.



If you have trouble installing the software, please use the following contact options:

Use the support forums at:

<http://www.mobilemarketingpro.com/support>

Limited email support for demo version is available at:

demo_support@mobilemarketingpro.com

(c)2007 Mobile Marketing Pro