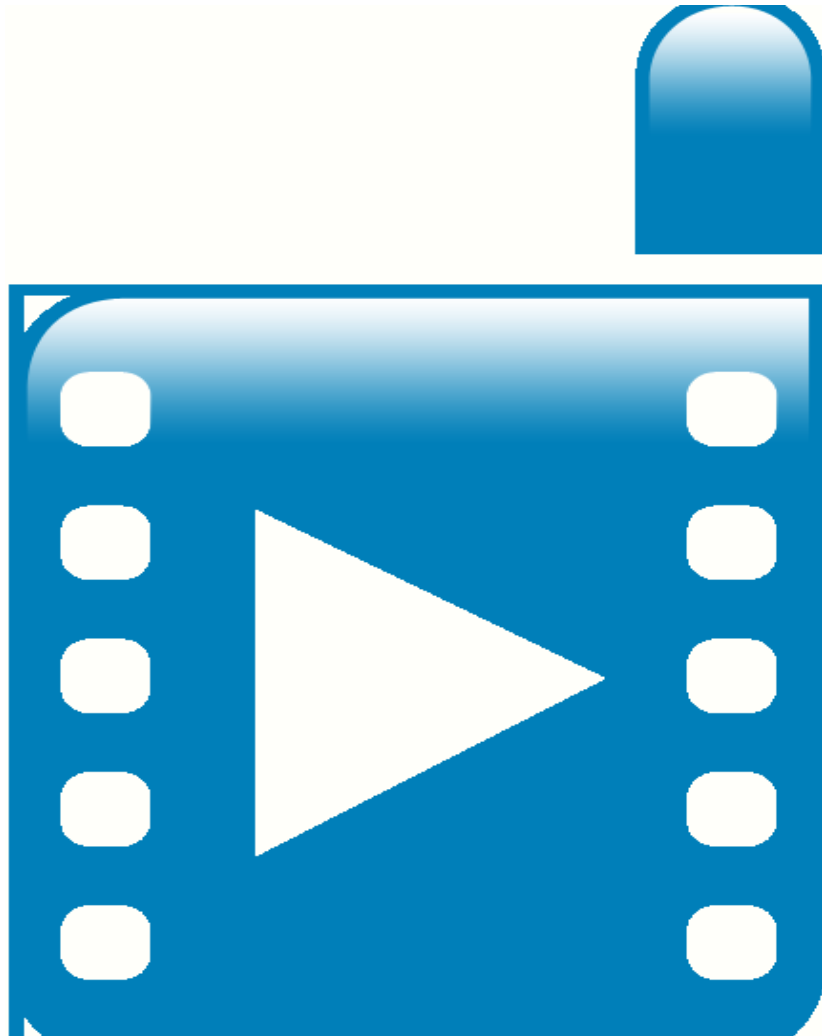


VMS

Quick Start Guide



ironroad
MOBILE TECHNOLOGY

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Introduction

Thank you for choosing Ironroad VMS services. The Quick Start Guide introduces VMS Direct and VMS App.

VMS Direct is the interface in which you can create, send, and manage all your Premium VMS content.

While VMS App is the interface, in which you can easily distribute your video blog content, to a wider audience directly through your 3G handset.

Step 1 . Log on to VMS Direct



VMS Direct

FISH INFO

Select:

1. View/Create/Send VMS
2. Manage Recipient Groups
3. View Jobs
4. Settings
5. VMS Keywords
6. Signup Iframe

1. View/Create/Send VMS

You will find the VMS Direct at www.ironroad.com/VMS Direct

Use the log in details you received, from Ironroad, when signing up for your VMS Premium account.

The main menu consists of six choices:

- **View/ Create/ Send VMS/ SMS**
Allows you to upload, create, and send new SMS/ VMS video clips, as well as watch video blogs through VMS App.
- **Manage Recipient Groups**
Allows you to manage your existing recipient groups, as well as addition of new groups.
- **View Jobs**
Allows you to dispatch VMS created in VMS Direct as well as viewing the ones sent through VMS App.
- **Settings**
Allows you to customize the landing page text/ image and the VMS sender's name.
- **VMS Keywords**
It is a list of all the Pull keywords added by the user for his VMSs.
- **Signup iframe**
This allows you to customize widget for your subscription. Now, you can create widget with desired front text & "thank you" text. You can also give one frame code to followers to subscribe to you.



VMS Direct FISH INFO

VMS List

- [Back to main menu](#)
- [Create new VMS](#)
- [Create new SMS](#)

Pub	DRM	SMS	Test	Edit	Video	ID	Description	Sender	SMS Text	Created	Created by	Del	Send	VMS Pull Keywords
✓		✓	VMS			322641	CLOWNFISH	CLOWNFISH	CLOWN FISH	2011-09-14 12:24:34	Amarjit	✗	▶	Create..
✓		✓	VMS			322621	BUTTERFLYFISH	BUTTERFLY	BUTTERFLY FISH	2011-09-14 12:21:06	Amarjit	✗	▶	Create..
✓		✓	VMS			SMS 322601	BUTTERFLYFISH	BUTTERFLY	BUTTERFLY FISH	2011-09-14 12:20:31	Amarjit	✗	▶	
✓		✓	VMS			322581	ANGELFISH	ANGELFISH	ANGELFISH	2011-09-14 12:01:32	Amarjit	✗	▶	Create..
✓		✓	VMS			322561	asdfa	AMARJIT	#landing#	2011-09-14 04:42:49	Amarjit	✗	▶	Create..
✓		✓	VMS			322521	test	AMARJIT	test	2011-09-13 09:37:14	Amarjit	✗	▶	Create..
✓		✓	VMS			606580WPGB	test	AMARJIT	Hi Stephan , Testing VMS Job from US. VMS Created on EU	2011-09-03 14:43:18	Amarjit	✗	▶	AMARJITSDFGDSFG Create..
✓		✓	VMS			606480	test	VMS	test from EU	2011-09-02 18:10:15	Amarjit	✗	▶	ADHUNNA Create..
✓		✓	VMS			321501	test	VMS	test vms from US	2011-09-02 18:03:52	Amarjit	✗	▶	Create..
✓		✓	VMS			321421	test	VMS	test	2011-09-02 16:18:47	Amarjit	✗	▶	Create..



VMS Direct

FISH INFO

[Back to start](#)

Create a Premium SMS

Enter the SMS text. Note! The VMS will not be sent, only saved.

Response: **Fill in required fields and press "Save"**.

SMS Properties

Description:

SMS Sender:

SMS Text:

Step 2 . Create a PremiumVMS

1. Press "View/ Create/ Send VMS"
2. Choose "Create new VMS"

To create a Premium VMS please fill out the following:

Create a Premium VMS



VMS Direct FISH INFO

[Back to start](#)

Create a Premium VMS

Enter the SMS text and VMS video to upload. Note! The VMS will not be sent, only uploaded.

Response: Fill in required fields and press "Save".

VMS Properties

Description:

SMS Sender:

SMS Text:

SMS: Send SMS with VMS

Disable Forwarding: Enable DRM

Welcome: Make this the Welcome VMS

Promotional: Make this the Promotion VMS

Birthday: Make this the Birthday VMS

Goodbye: Make this the Goodbye VMS

History: Send this with Welcome VMS

Flash file: No file chosen

Enter the SMS text and VMS video to upload. Note! The VMS will not be sent, only uploaded.

VMS Properties

Description:

SMS Sender: The option to customize the sender's name is for selected broadcasts.

SMS Text:

SMS: Send SMS with VMS

Disable Forwarding: Enable DRM (Enhances the privacy of the VMS for the broadcast)

Welcome: Make this the Welcome VMS

Promotional: Make this the Promotion VMS

Birthday: Make this the Birthday VMS

Goodbye: Make this the Goodbye VMS

History: Set this as History VMS

Flash file: Choose the Flash file that you want to upload and then click **“Save”**



VMS Direct FISH INFO

VMS Keywords

[Back to main menu](#)

VMS	Country	Shortcode	Primary Keyword	Secondary Keyword	Product Name	SMS Text	Tariff	Price	Push Url	Success Text	Failure Text	Force SMS	Created	Delete
	no	2404	VMS	ADHUNNA	TEST	test from EU	NOK0	Free				Yes	9/13/2011 11:32:31 AM	✗
	no	2404	VMS	AMARJITSDFGDSFG	SFGDSFG	Hi Stephan , Testing VMS Job from US. VMS Created on EU	NOK0	Free				Yes	9/13/2011 9:35:45 AM	✗

Settings

[Back to main menu](#)

Response:



Landing page logo: No file chosen

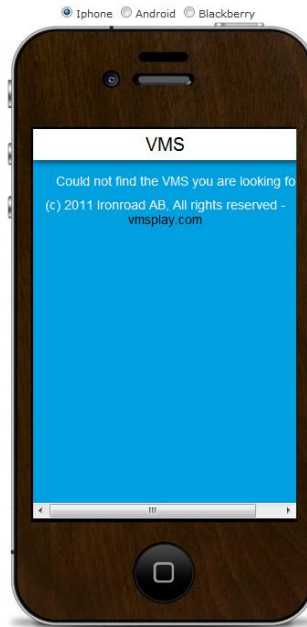
Delete image

Fish Info

Landing page Text:

Push url:

SMS Sender:





Enter details to Configure your Subscription widget:

Front Text :
Remaining characters: 100

Thankyou Text :
Remaining characters: 100

Is Country Specific : Yes No

The sender's name can be customized (1-11 characters) as per the sender's choice and requirements (for selected broadcasts only).

When the VMS is successfully uploaded, return to the main menu.

Step 3 Select and send Premium VMS

Review your VMS

- To ensure that your VMS is correct, press "Test" (VMS logo)
- Enter your mobile number and press "Send"
- You will receive the VMS, including notification SMS (if selected) for review.
- If you need to edit the VMS, press "Edit" or "Delete" if you need to create/ upload it once again.
- You can edit or add up to 5 **VMS Pull** (It is a feature to request a particular VMS by sending SMS) keywords.



VMS Direct



FISH INFO

VMS List

Back to main menu
Create new VMS
Create new SMS

Pub	DRM	SMS	Test	Edit	Video	ID	Description	Sender	SMS Text	Created	Created by	Del	Send	VMS Pull Keywords
✓		✓	VMS			322641	CLOWNFISH	CLOWNFISH	CLOWN FISH	2011-09-14 12:24:34	Amarjit	✗	▶	Create..
✓		✓	VMS			322621	BUTTERFLYFISH	BUTTERFLY	BUTTERFLY FISH	2011-09-14 12:21:06	Amarjit	✗	▶	Create..
✓		✓	VMS		SMS	322601	BUTTERFLYFISH	BUTTERFLY	BUTTERFLY FISH	2011-09-14 12:20:31	Amarjit	✗	▶	
✓		✓	VMS			322581	ANGELFISH	ANGELFISH	ANGELFISH	2011-09-14 12:01:32	Amarjit	✗	▶	Create..
✓		✓	VMS			322561	asdfa	AMARJIT	#landing#	2011-09-14 04:42:49	Amarjit	✗	▶	Create..
✓		✓	VMS			322521	test	AMARJIT	test	2011-09-13 09:37:14	Amarjit	✗	▶	Create..
✓		✓	VMS			606580WPG	test	AMARJIT	Hi Stephan , Testing VMS Job from US. VMS Created on EU	2011-09-03 14:43:18	Amarjit	✗	▶	AMARJITSDFGDSFG Create..
✓		✓	VMS			606480	test	VMS	test from EU	2011-09-02 18:10:15	Amarjit	✗	▶	ADHUNNA Create..
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✓		✓	VMS			321421	test	VMS	test	2011-09-02 16:18:47	Amarjit	✗	▶	Create..

Send VMS

- When you are ready press the green arrow “Send symbol”
- Select recipient group
- Press “Create Job”
- The Premium VMS is now created, but not sent.
- To send the Premium VMS you need to
- Exit to the main menu and select “View Jobs”.
- To send the Premium VMS:
 - Press the Green arrow 
 - Now your VMS is sent
 - Job finished 

Manage recipient groups

To add or manage your VMS recipient list select “Manage Recipient Groups” in the main menu.

Write a short description and upload your recipient list as a .txt file.

See sample list below:

+46707784713

+46707784740

+46707784711

+46706400740

VMS App

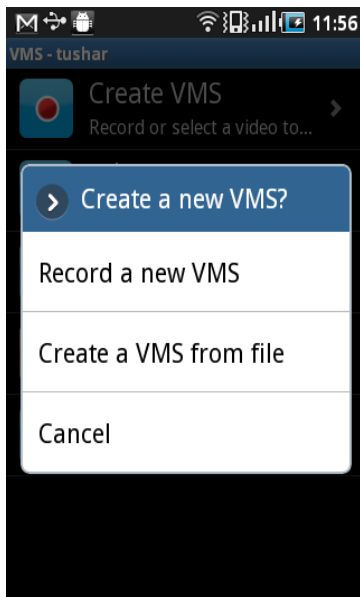
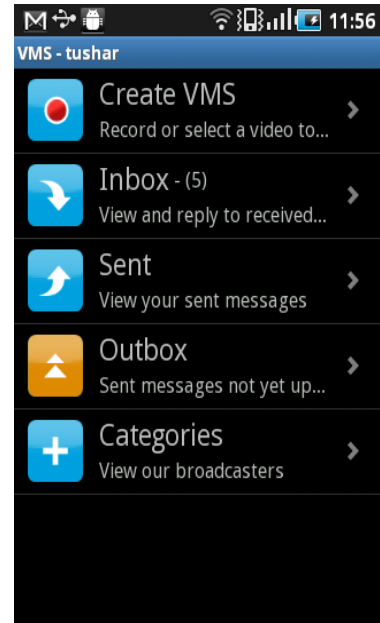
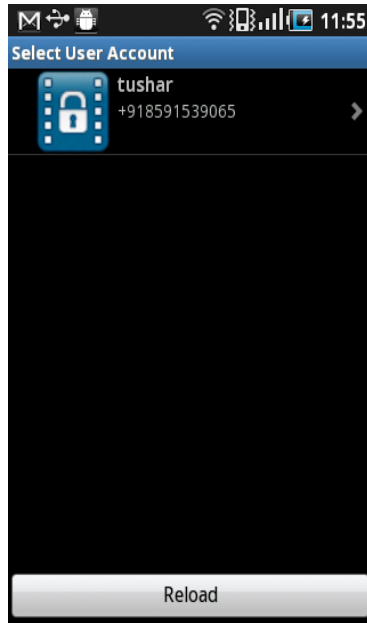
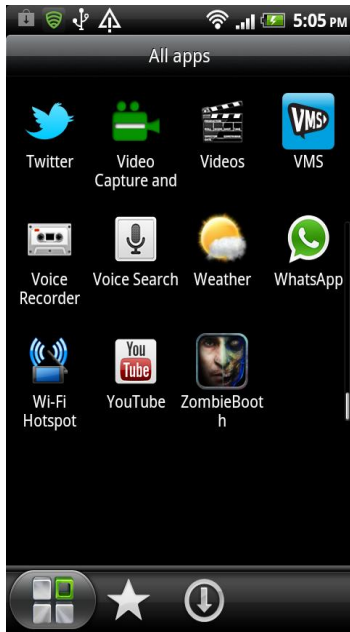
About VMS App

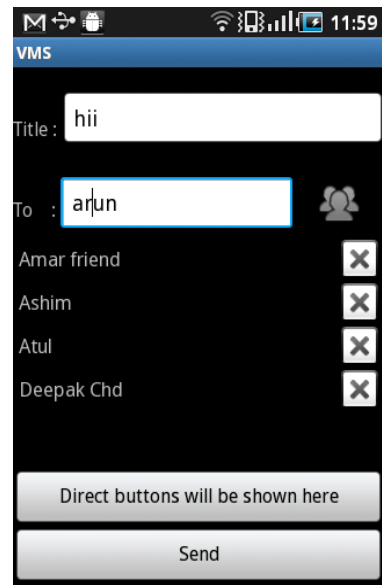
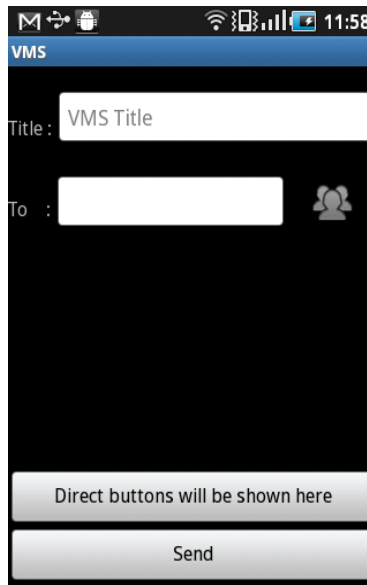
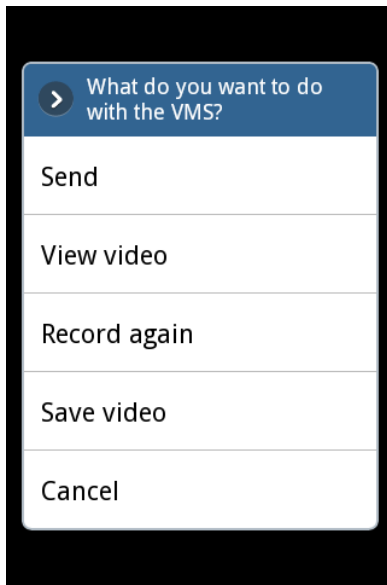
VMS App is a service that allows everyone with an Android, iPhone, Blackberry or 3G phone to send video messages to each other.



VMS is easy to use. It operates just like SMS, but instead of just text, you can send high-quality video, up to 5 minutes long. As soon as you are done recording it, you can send to any of your contacts.

Download the app free on respective store and send VMS messages free if you have a flat-rate subscription for data traffic or access to WiFi. (Free surfing)





How to Create a VMS:

- Open VMS App
- Select your user account
- The user enters the VMS menu
- Select create VMS
- Record/ upload a VMS from file
- Save / discard VMS
- Send/ view/ record the VMS
- Enter mobile number
- VMS sent

Distribution

Each blogger has its own short number, which allows mass distribution of video content.

To publish your blog instantly just send your recording to your own short number.

There is an option to have the short number connected to VMS Direct. This means that the blog will be uploaded into VMS Direct and sent from to any distribution list selected from VMS Direct.

Viewer comments

The recipients of your video blog can easily reply to you using VMS. In order to prevent your VMS inbox from overflowing with replies, all comments will be forwarded to your E-mail address.

Each VMS App has the option to have as many as three phone numbers connected to the VMS Direct account. This gives the possibility to have one number to do live blogging and one number that sends through **VMS Direct**.

Support

If you encounter any problems, please do not hesitate to contact Ironroad through support@ironroad.com.