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Frequently Asked Questions

Unit Functionality

What are the energy ratings and typical power consumption for a Brightbox®?

Energy Ratings:
- 100-240VAC, 2 Amps Max
- Standard operation consumes 30W
- Full Charging utilization peaks at 50W
- Brightbox® runs approximately 5 Amps at 12V

Power Consumption:
- Estimated usage of 438 kWh annually (at full capacity 24/7/365)
- Approximately $62 per year ($5 per month)

What electrical equipment is needed to power a Brightbox®?

A Brightbox® only requires a standard 110V Power Outlet in order to be powered on and operated.

What are the environmental requirements for a Brightbox®?

Recommended Operating Temperature:	60 to 90º F (15 to 32º C)
Operating Temperature Range:	41 to 104º F (5 to 40° C)
Temperature Storage Range:	-4 to 140° F (-20 to 60º C)
Operating Humidity Range:	20 to 80% RH
Non-Operating Humidity Range:	Up to 90% RH (non-condensing) at a temperature of 60ºC (140ºF)

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What are the dimensions of each charging chamber?

The inner dimensions of each chamber are 197mm wide x 94mm deep x 46 mm high. There is also a retractable charging cable mechanism inside the upper right corner of each bay that is 40mm wide x 51mm deep x 28 mm high.

Can a Brightbox® accommodate a larger device such as a tablet?

No. The current Brightbox® focuses exclusively on smartphones (and phablets with up to 6.7" screens). The focus on smartphones allows the Brightbox® to remain smaller while addressing a greater market with a single product.

What cables are currently installed in a Brightbox®?

Each chamber in the Brightbox® is currently equipped with the following 3 cables:

- 100% MFI Apple Certified 30-pin Cable
- 100% MFI Apple Certified Lightning Cable
- High Grade 28/24 AWG microUSB Cable

The combination of these 3 cables will charge virtually every cell phone device currently on the market.

What happens if a new charging cable comes out on the market?

A great deal of forethought has gone into the design of the Brightbox®. Each unit currently has three cables per chamber, but it has been predesigned to have the ability to quickly and seamlessly accept a fourth cable per chamber without any unit redesign.

A new mUSB cable is anticipated to come out on the market in late 2015. If this does occur, Owner Operators can buy these new industry standard cables from Brightbox® directly.

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What type of connection is needed for Internet access?

Either a Wi-Fi Connection (preferably secure) or Ethernet Connection is required for Internet access. If a venue Internet connection is whitelisted, Brightbox® can provide the Wi-Fi and Ethernet MAC Addresses as needed.

What if a location does not have an Internet connection or the signal is insufficient?

As an alternative, a wireless network card may be provided at an additional monthly cost of $25 per unit. Data usage is restricted exclusively to the Brightbox®. Any overage fees would be passed on to the Owner Operator.

Our ability to offer this option depends on the contract terms and network availability for each site since there are many environmental factors that can limit performance and impact support. Cellular connectivity is the least reliable connection method and can be impacted by weather, interior building environmental interference or network call/data volume.

Is Internet connectivity necessary for the Brightbox® to function properly?

Technically, the Brightbox® does not need Internet connectivity to operate (charge devices) or to enable the remote access support function. That said, without Internet connectivity you cannot perform many important functions including software/firmware updates, real-time uploading of content and troubleshooting. In addition, in order to do any payment processing (authenticate credit card payments) and/or reporting a unit MUST have an Internet or wireless connection.

What customizations is available regarding the price of the unit?

Units can be either free or paid. For paid units, pricing options range from $.99 to $4.99.

Can the price of the unit be adjusted or changed based on the time of day?

Unit pricing can be changed manually on the unit or remotely with the Brightbox® team, but a dynamic or scheduled price adjustment feature is not currently offered.

What customization is available regarding the color of the LED chamber lights?

For free units, Brightbox® can change the chamber lights to be any one of 16 colors and can also change the artwork color on the display. For paid units (with payment processing), the chamber lights can only be one of 3 available themes (Blue, Purple or Gold).

How long does it take for a Brightbox® to charge a device?

The length of time it takes for a device to charge in a Brightbox® depends on many factors including (but not limited to) the type of device, the phone mode and the age of the phone (a phone battery degrades over the lifetime of a device).

Brightbox® charges up to 2.1 Amps per device and implements a highest current algorithm software solution ensuring that a phone is charged at the highest current rate specified by the manufacturer. Brightbox® <u>does not</u> bypass resistor settings and oversupply current to a device battery. In the short term, such a "rapid charge" can power a battery faster, but will also damage the battery by reducing the lifetime of the battery.

Is there any ways to charge the phone faster?

In general, if a device is set in Airplane Mode, it will charge at a faster rate. Even in this mode, the device will still charge within manufacturer resistor settings.

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How long can a customer charge a phone in a Brightbox®?

Brightbox® offers an unlimited charging session time for the duration of venue/event operating hours. Also, a customer has the ability to swipe his/her card to check the status of a device, read messages and more as many times as needed, while a device is in a Brightbox®. A single charging session is truly unlimited, even for devices left overnight.

Can a customer charge two phones in one chamber at the same time?

No. Brightbox® only allows one phone to charge in a chamber at a particular time. This allows a phone to get an optimal charge, while ensuring security of a single device.

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What forms of payment does a Brightbox® accept?

The standard form of payment for a Brightbox unit is either a credit or debit card. Other possible forms of payment include Brightbox® Complimentary Cards (either Brightbox® or custom branded) or limited-use Brightbox® Token Cards (1, 5 or 10 uses).

Brightbox® Complimentary Cards act as keys and enable secure charging without the use of credit or debit cards. Brightbox® Token Cards are sequenced and can be printed and provided or sold for cash by select partners.

Does a Brightbox® have the ability to accept bills or coins as a form of payment?

No. Brightbox® does not currently have the ability to accept bills or coins as a form of payment, nor likely will it in the future.

Does Brightbox® access a customer's financial information?

No. Brightbox® uses an end-to-end encrypting card reader and does not have the means to extract or decode the PCI sensitive data produced by the card reader. The reader generates an encrypted payload and also produces a masked version of the financial card data with is insufficient to process a financial transaction (e.g. it lacks the full primary account number). Brightbox® uses this masked data to uniquely identify the card for each charging session.

Does Brightbox® access a customer's phone data/information?

No. Brightbox® units NEVER access any data on a phone, period. Building trust is a fundamental part of the Brightbox business model and vision.

Advertising & Sponsorship

Advertising & Sponsorship
Slideshow & Video Specifications

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What are the requirements and limitations for content displayed on the Brightbox® screen?

First and foremost, all features require activation following specific agreements with Brightbox®, Inc.

Static Advertising Slides
- Resolution Format:
  o 1024 x 768 pixels
  o NOTE: There is a 114 pixel tall footer with basic charging instructions for each slide (80% opacity)

- Limitations:
  o Up to a maximum of 5 slides

Video Advertising
- Resolution Format:
  o Widescreen SD (640 x 360 pixels)
  o Widescreen HD (1280 x 720 pixels)
  o Standard (4:3) SD (800 x 600 pixels or 640 x 480 pixels)
  o Standard (4:3) HD (1024 x 768)

- Video Format:
  o MP4
  o NOTE: We may need to compress the file in order to properly play on the Brightbox.
  o NOTE: To best manage playback quality, please optimize video to the required SD or HD resolution.

- Limitations:
  o Maximum of 2 total videos
  o Each video must be no more than 30 seconds in length

NOTE: Static & Video Advertising assets can run on a unit at the same time

Who controls the assets that are shown on the Brightbox® screen?

The Owner Operator is responsible for providing Brightbox® with the content they would like to be shown on the screen. Brightbox® will manage all of the content for the Owner Operator and deploy the content to the requested unit(s).

Brightbox® also reserves the right to refuse or remove content that it determines in its sole discretion to be unlawful, offensive, defamatory or otherwise objectionable.

Asset Specifications

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What are the weights & sizes of all Brightbox® assets?

Domestic Weights & Dimensions

Description	Dimensions	Weight
M3 Unit	39" x 19.5" x 13"	43 lbs
Upright Stand	48.5" x 12.5 x 12"	33 lbs
Single Base Plate	31" x 21" x 2"	41 lbs
Double Base Plate	35" x 32" 2"	68 lbs
Table Top Stand	36.5" x 16" x 5.5"	20 lbs

International Weights & Dimensions

Description	Dimensions	CBM	Weight
M3 Unit	.98m x .50m x .33m	0.162	19.5 kgs
Upright Stand	1.23m x .32m x .30m	0.118	15.0 kgs
Single Base Plate	.79m x .53 x .05m	0.021	18.6 kgs
Double Base Plate	.89m x .81m x .05m	0.036	30.8 kgs
Table Top Stand	.93m x .41m x .14m	0.053	9.1 kgs

Brightbox® Operator Portal

What access does an Owner Operator have to fleet management tools?

Owner Operators have access to the Brightbox® Operator Portal. This portal currently grants access to fleet management and support functions.

Fleet Management:
- View current/last chamber interactions
- View unit check-in & connectivity status
- Ability to toggle chambers online/offline
- Ability to open chamber door remotely (with Real Time Connectivity)

Emergency Access:
- Ability to remotely support a unit with Challenge Codes (given by venue) and Response Codes (given to venues in return)
- Feature can be used to help a staff member who has no access to Venue Cards/Physical Keys or to a customer directly

Does Brightbox®, Inc. supervise the fleet management & operator portal?

Owner Operators are responsible for overseeing and managing their own fleet and portal. However, Brightbox®, Inc. does have an administrator that looks after our entire fleet on a passive level.

Brightbox® Reporting Portal

Brightbox® Reporting Portal
Tools & Management

What access does an Owner Operator have to reporting tools?

Owner Operators have access to the Brightbox® Reporting Portal. This portal currently grants access to snapshot reporting showing gross usage for the entire fleet of units.

Fleet Reporting:
- View & print monthly usage reports
- Ability to customize date ranges

To access this Reporting Portal, Owner Operators use the same account provided for the Brightbox® Operator Portal.

Why does one of the units on a report not show usage even though it has been used?

Any report that is generated depends on when it is generated and the connectivity state of the units included. Units that are not online cannot report usage or payments to Brightbox® servers.

Any report created is solely a guide for the owner operator to aid in fleet management. Only the official Brightbox® monthly statements will be used for billing purposes.

Does Brightbox®, Inc. supervise the reporting portals?

Owner Operators are responsible for overseeing and managing their own fleet and portals. However, Brightbox®, Inc. does have an administrator that looks after our entire fleet on a passive level.

Payment Processing

Payment Processing
Funding & Processing Fees

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How long does it typically take for Owner Operators to receive monthly payments/revenue?

Payment processing typically takes approximately 45 days from the end of a month (payment period).

NOTE: In order to do any payment processing and/or reporting a unit MUST have an Internet connection.

What processing fees will be deducted from the payments/revenue?

There is a $.30 fee charged for processing each customer's credit card transaction. The final monthly check paid to an Owner Operator will be the total net usage less this processing fee.

Unit Placement

Unit Placement
Venue & Location Recommendations

What are the recommendations for venue types where the units can be placed?

Brightbox® is a very versatile product that works well across many venue types and business sectors. Some of the more popular venue types are bars, clubs, hospitals, restaurants and retailers.

What are the recommendations for unit placement locations within a venue to help maximize usage?

Placement depends a lot on the traffic pattern within a venue. Typically, high traffic areas such as entrances, bars, traffic intersections, etc. are good locations. Also, having clear signage promoting the ability to charge one's phone at a venue is very helpful.

Warranty

How long is the standard Brightbox® warranty?

The standard Brightbox® warranty is for a period of 1 year.

Can the Brightbox® warranty be extend for any length of time?

Yes. The standard Brightbox® warranty can be extended for any agreed upon extension period (typically 1 additional year).

What does the standard Brightbox® warranty cover/not cover?

As is the case with any product, each of the three parties involved (Brightbox®, Owner Operator & Venue) has responsibilities related to the 1-year warranty.

The standard Brightbox® warranty covers normal and reasonable use of the machine, including defective parts (and any labor required to replace those parts).

Intentional damage to the unit (such as a broken screen or other purposeful harm to the unit) would not be covered under the warranty. In this situation, the venue would typically be considered the liable party and would be responsible for any needed repairs.

For questions regarding other specific cases, please refer to your contract agreement and Owner's Manual. These two documents will clearly spell out various liabilities as well as service responsibilities in great detail.

Does Brightbox® provide any coverage once the standard warranty expires?

Yes. Once the Brightbox® standard warranty expires, all defective parts would no longer be covered and would be billed for accordingly, but any labor required to replace these defective parts would still be covered. This coverage is included as part of the service-level agreement (SLA) that would continue to be paid on a monthly basis.