

Elertz™

End User / Subscribers Guide



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Preface

What is this document?

This document is a brief summary document that describes:

- What is elertz™?
- What are the benefits to the end user of elertz
- How to sign up and receive elertz
- How to manage your elertz subscriptions and subjects
- How to manage your elertz toolbar

Who is this document intended for?

This document intended for end users or subscribers to a web site or web presence that is utilising elertz™ as a communications channel.

What terminology and conventions are used throughout this document?

Terminology	Usage Meaning
elertz™	elertz™ technology
Website	A website or on-line presence including those on internets, intranets and extranets.
Subscriber	You the end user who 'subscribes' to elertz™ subjects or communication channels on a partners website or on-line presence
Conventions	Usage Meaning
<i>Terminology</i>	Import term or concept. For example: <i>Notifications</i> are key to ELERTZ technology
CLICK ME	An action is required from you the reader. Such as clicking on a button or hyperlink.
Menu->Choice	Choice to select from a graphical menu, for instance: "Select Tools - > Option." from internet explorer.

1 What is an elertz™?

Elertz is a technology which website publishers (You know www.gm.tv or www.skssports.com) utilise to send instant, secure alert messages to subscribers or end users of their web site. Elertz is a system which delivers messages that you actually want to receive in a secure and instant manner. Elertz removes the worry of viruses, spam and other nasties such as phishing by replacing e-mail for critical messaging updates.

The following shows a basic over view of how elertz works.

1. On a website that is enabled for Elertz you the end user **CLICKS** on a subject that they are interested in and would like to receive 'elertz' on:



2. When an update becomes available the web site owner or webmaster makes those updates to the site and a trigger on the site sends Elertz to all interested parties (those who signed up in previous step)



3. As an interested party you receive an Elertz informing you of the update.



There are two types of elertz. The first is an *on-line* elertz that you will receive when you are logged into your computer and have the access to the internet. The second is an *off-line* elertz which you can optionally receive when you are not at your computer via your sms capable mobile or cell phone.

2 How do I sign up to receive elertz?

Websites which are employing the elertz technology will have a button which you **CLICK** to let the website know you want to receive elertz on this particular subject.

Look as the example site below and you can see it is letting you select the kind of car you want in your area and in the price range you are looking for.

In this example you would select the criteria of the car you are interested in and then press the 'Elertz Me' button. You would then receive an Elertz whenever a car which fits into these criteria appears on the site.

Of course this is just one of the many types of elertz you can receive. Some of the other types of elertz you can receive, could be a ticket vendor letting you know concert tickets you are interested in are available, the car parts you wanted have come in or an important message from your bank and of course updates to a web log or forum can all be instantly delivered to you.



elertz me when a car is available

We will alert you when a vehicle matching your criteria becomes available.

Manufacturer:

Model:

Postcode:

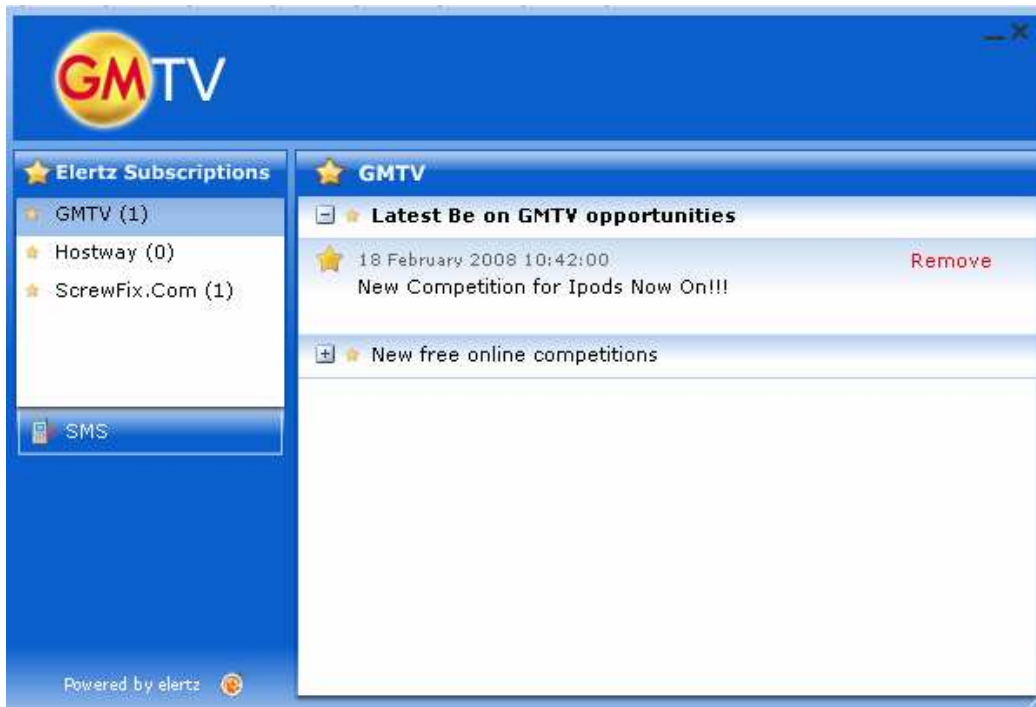
Price Min \$


Price Max\$

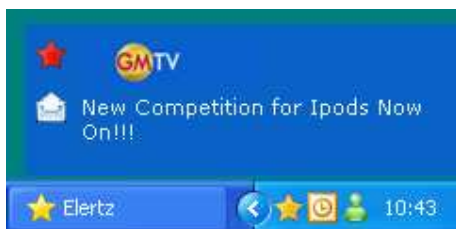
The form is set against a background image of a classic white sports car, possibly a Ferrari, with orange circular accents.


3 Where will my elertz be delivered?

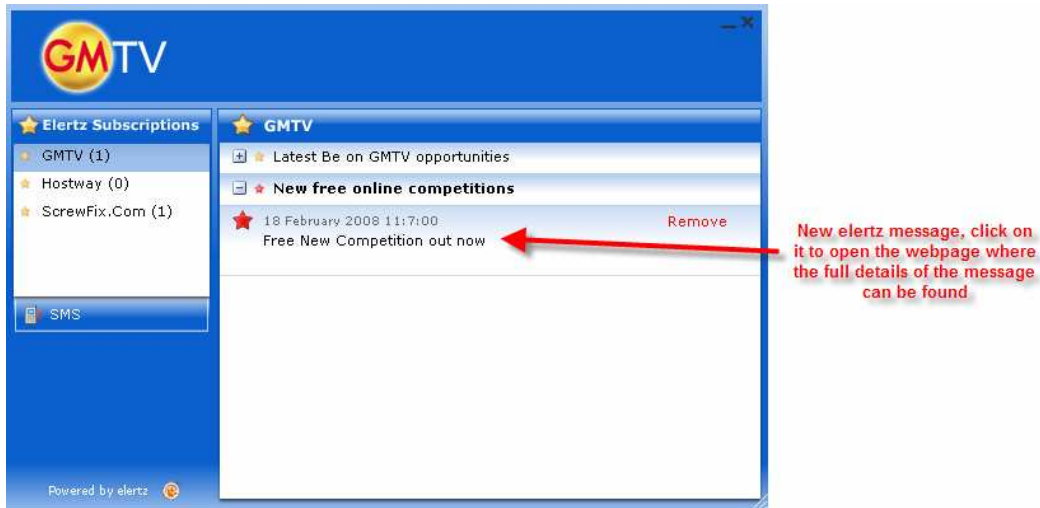
Your elertz will be delivered in one of two ways. Firstly when you are *on-line* it is sent via a **toolbar secure message** system within your elertz client widget. Or secondly, elertz messages will be sent via a **sms** text when you are *off-line* and away from your computer.



The star will flash red  when a new message appears. If the website that sent the elertz has sound effects enabled you may also receive a notification sound. You will also have a notification toast pop up



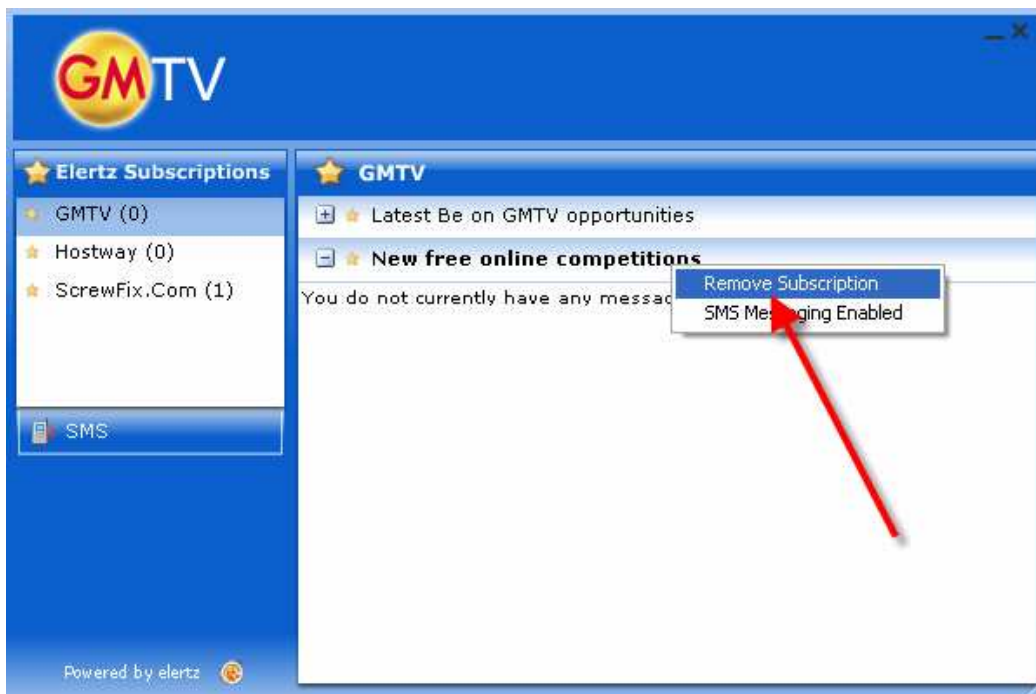
To read the elertz either click on the pop up or on the flashing red star . This will open your elertz client widget and you will see the new message notification listed



You can see any notifications or updates listed here. All of the subjects and updates are listed here until you delete them.

4 How do I stop receiving elertz that I am no longer interested in?

If you no longer wish to receive elertz on a particular subject you can remove them by right clicking on the elertz subscription code and select 'Remove Subscription'



5 What information is collected about me?

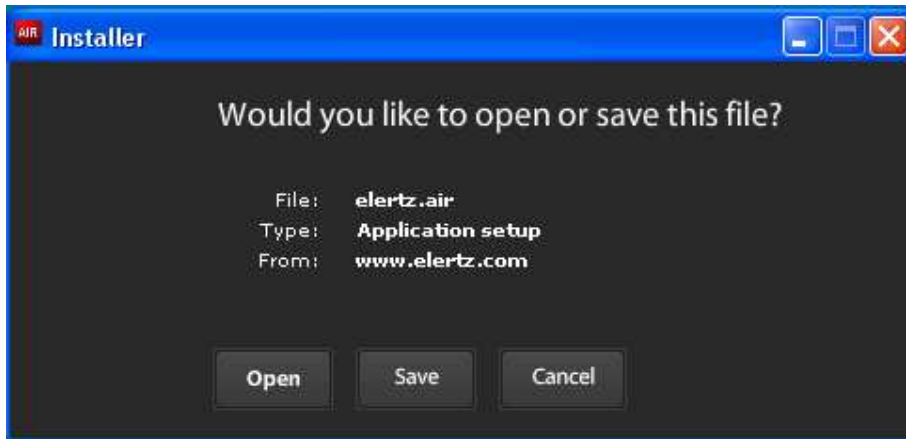
Elerzt is an anonymous system that does not collect personal information. You can optionally enter your cell/mobile telephone number to enable you to receive Elerzt when you are not at your computer. This telephone number is only stored by www.elertz.com and no other website owners have access to this regardless of whether they have Elerzt technology enabled on their web site.

Elerzt enabled websites, like all websites can collect information such as which were the pages you visited whilst using their site but this information cannot be linked back to you as an individual.

6 How do I get the elertz client widget?

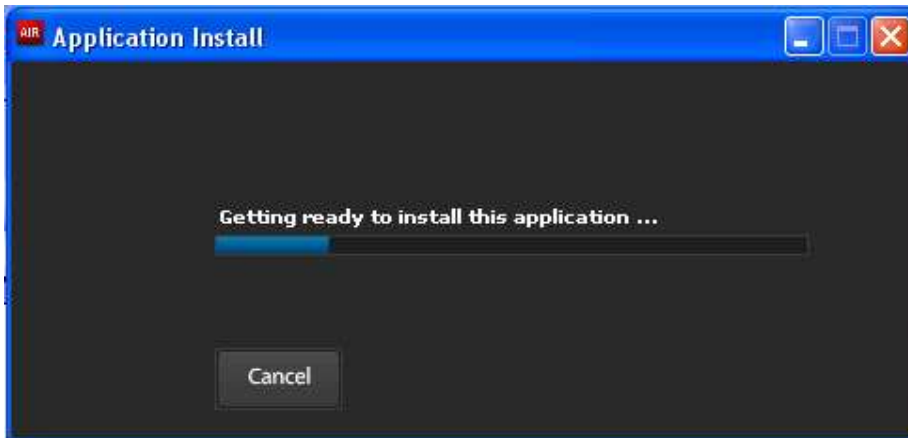
This is done when you subscribe for an elertz for the first time. The website checks to see if you have the toolbar installed on your computer or not. If your computer does not have the toolbar installed then it begins a quick and simple installation process

If you do not have the toolbar installed you will be prompted to install it:

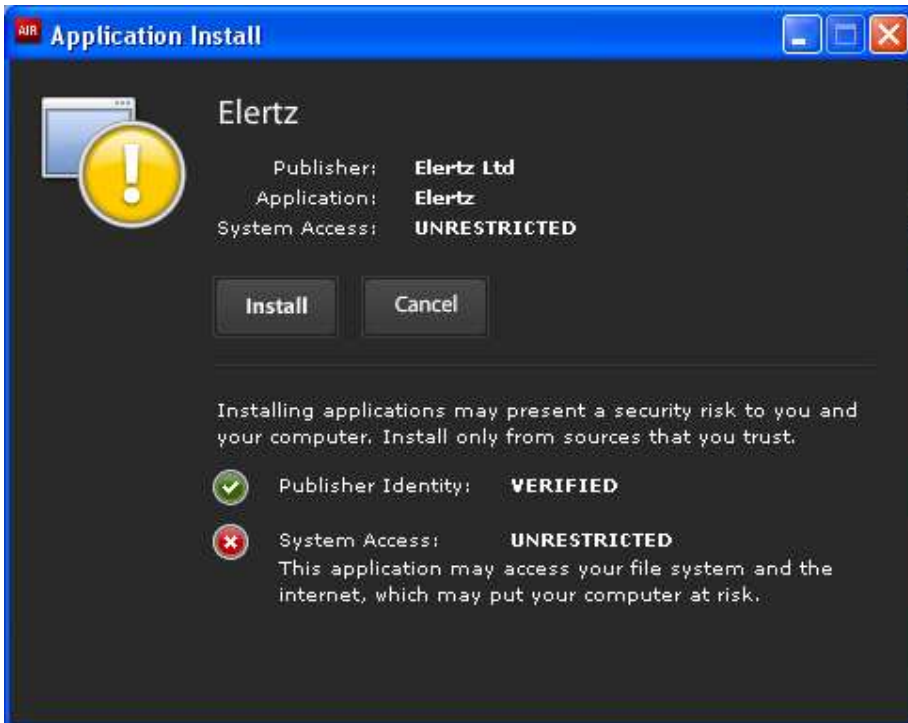


Here you should **CLICK** 'open'

This will start and installer download window

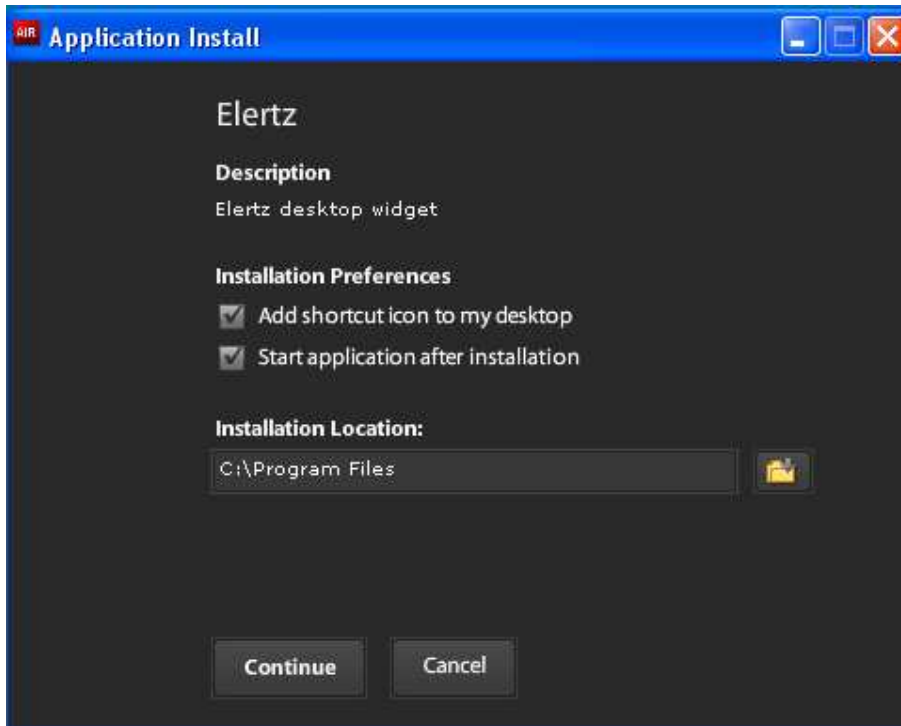


You will then be prompted to confirm whether you wish to run the installer or not:



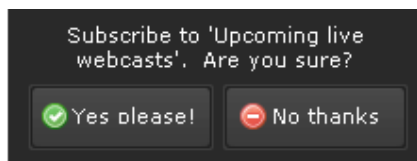
CLICK 'Install'

This brings up a further elertz client setup window



CLICK 'Continue'

You will be prompted to ensure you are happy to Subscribe to the elertz which prompted the installer.



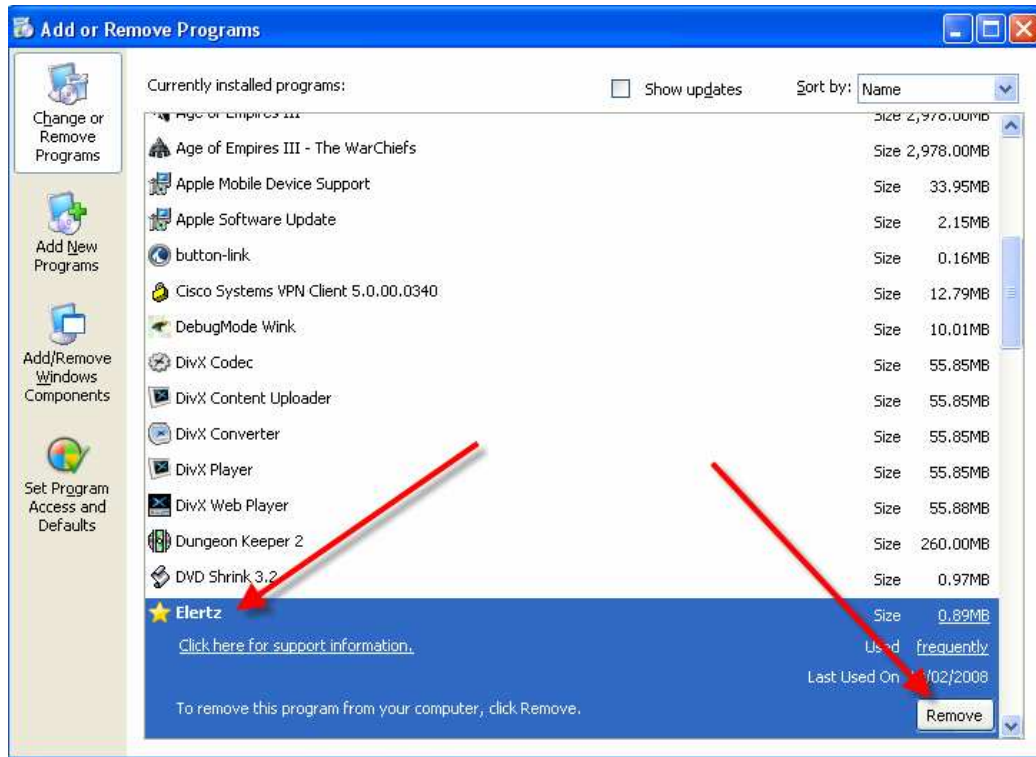
CLICK 'yes'

That's it! You now have an elertz client installed.

7 How do I remove the elertz client widget?

The elertz toolbar is a piece of software that is properly registered with your computers operating system. In the unlikely event you no longer require the toolbar you can remove it cleanly by using the Add or Remove Programs section.

For example on Windows XP this is done via Start -> Control Panel -> Add Remove Programs



8 Appendices


8.1 The Elertz SMS centre



The elertz SMS centre is where you as an end user can purchase more sms credits to ensure you receive off line elertz and send you may also use it as a handy way of sending SMS.

NOTE! You will get 10 free sms credits when you register your mobile / cell device

Hello [Name], you have 9 credits remaining [My Account](#) | [Log Off](#)



Send SMS | **My Friends** | **Buy Credits** | **SMS History**

Send SMS Messages

Here is where you can send your SMS messages

<input type="checkbox"/>	Name	Phone Number
<input type="checkbox"/>	Steve Morris	0123456789

Message(0)

Recipients(0)

You can also use the SMS control centre to send sms messages to friends. The sms centre also records all of your sent SMS.

Send SMS | **My Friends** | **Buy Credits** | **SMS History**

SMS History

See a list of all your sent messages

Search messages

Date	Time	Recipient	Message	Status
04 Sep 2007	04:45 AM	Steve Morris	Test	DELIVERED

There is a section called 'My Friends' that lets you create an address book which lists all of your friends. This is similar to an address book that you might have on a mobile phone, however unlike a mobile phone - you can't lose this address book!

Send SMS | **My Friends** | **Buy Credits** | **SMS History**

My Friends

Here is where you add or edit your friend's information

[+ Add New Friend](#)

Name	Country	Email	Phone Number	
Steve Morris	GBR	steve@elertz.com	12345678	edit delete

9 Summary

In this document we have seen the features of the elertz technology and some of the benefits it can give you as an end user/ subscriber. We have also seen how it can be installed uninstalled and configured to your particular preferences. We also had a look at the features of the SMS centre.