

# **btt<sup>n</sup>** and **btt<sup>n</sup> Mini**

## Frequently Asked Questions



**btt<sup>n</sup>**

## 1 What can bttn or bttn Mini do?

Alone, it doesn't do much. It only sends its button press information to the Internet. But connected with the cloud service at bt.tn, it can do pretty much whatever you want.

## 2 OK, so what can bttns do when connected to the Internet?

Our cloud service offers you various configurable actions to trigger upon pressing of the bttn. You can harness the power of various Internet technologies, such as HTTP(S), RSS, OpenHome, IFTTT, Zapier, Icontrol, Twitter, Facebook, Email, or SMS messaging. We also have an open REST API, that allows companies to integrate bttns with whatever platform they have. Third party modules like Button for Commerce allow easy re-ordering and subscription management for eCommerce platforms like Magento.

## 3 Enough acronyms, can you describe some concrete examples?

Sure: an online store you're frequently using has given you their bttn as a shortcut to their store. When you need to place a re-order, you just press the bttn.

## 4 So, one bttn press equals one action taken by the server, right?

Well, in most cases, yes. However, one press can trigger a sequence of actions, for example raise curtains, unlock doors, stop surveillance cameras, and turn on music, all with one press in the morning.

Both bttns are also equipped with two different presses, a regular and a long press. Long press (3 sec) can be used to trigger another action in the cloud, e.g. to cancel or verify an order.

The applications are endless, really, and hopefully we have not found even a fraction of them.

## 5 What about power?

bttn Mini uses a rechargeable Li-Po battery, and a 5V micro-USB charger.

bttn uses 4 x AA / LR6 Alkaline battery (LPS) or 5V micro-USB charger.

bttns will notify the owner via e-mail when the battery level reaches a minimum threshold of 15%.

## 6 What are the physical dimensions of bttns?

The outer diameter of bttn Mini is 69mm (2.71 inches) and height is 40 mm (1.57 inches). Cap's diameter is 56mm (2.2 inches), and this area is great for custom branding of the bttn.

bttn's outer diameter is 100mm (3.94") and height 73mm (2.87"). Cap's diameter is 76mm (3"), so it's more pronounced bttn with bigger branding area.

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### How are bttns connected to the Internet?

You can choose between a built-in mobile data, SIGFOX or a Wi-Fi version.

bttns use a minimum amount of bandwidth and only when pressed, so it does not require a fast network. Using mobile data, any micro SIM card with a cheap data plan will do. Or if you want to use a Wi-Fi btttn, make sure there is a WLAN available for the btttn. SIGFOX is the all-new IoT device proprietary ultra-narrow-band network, check the online coverage map at [sigfox.com](http://sigfox.com).

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### What's the story on the btttn design?

btttns are designed by award-winning Finnish industrial designer, Mr. Harri Koskinen. He is probably best known for his Block Lamp, a lightbulb held inside two shaped pieces of clear glass, which is exhibited in MoMA in New York City. He has designed products for e.g. Issey Miyake, Schmidinger, Montina, Marimekko, and Iittala. Find more of his work at [www.harrikoskinen.com](http://www.harrikoskinen.com).

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### And are there branded btttns for businesses?

Yes. Businesses can offer branded btttns or btttn Minis to customers as a shortcut to their products and services..

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### Any other business features than just branding?

Our business features include remote management and group configuration, remote status monitoring, automatic alerts and analytics. Pretty much whatever the business needs to configure and operate masses of btttns easily.

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### So you've begun to develop vertical solutions?

Well, in fact no. Our business is the btttn and the bt-tn cloud service.

What we're doing more and more is partnering with solution providers who develop their own solutions and services that use btttns.

Button for Commerce is Magento specific module developed by Accolade Partners.

Accolade as eCommerce solutions provider has worked with their clientele to develop a Magento module for btttn that makes it easy for merchant to provide and manage subscriptions or re-ordering settings.

You can find more information about Button for Commerce from <http://accolade.fi/button-for-commerce>

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### What's included in the Button for Commerce?

Button for Commerce is a turnkey solution for eCommerce merchants to start offering btttn as a re-order and subscription service for its clientele.

You choose how many btttns you need, Accolade will deliver you the btttns with the module preconfigured for them.

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### How can online stores signup for Button for Commerce?

That's the spirit. Signup at <http://accolade.fi/button-for-commerce/>, choose how many btttns you want to have and off you go.

# Thank you!

The Button Corporation / Bttn, Inc. is the creator of the *bttn*, the simplest Internet user interface in the world. It brings the power of Internet of Everything to individuals, families, and businesses with elegantly designed devices.

Got more questions? Please contact us at [press@bt.tn](mailto:press@bt.tn)

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