



417 Second Avenue West, Seattle, Washington 98119 USA
Tel: 1(206)479- 7000/Fax: 1(206)479-7500
E-mail: bcast@fax2.faxaway.com

FAXAWAY BROADCAST FAX USER'S GUIDE

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FAXAWAY BROADCAST QUICK START

A. Requirements

You must be able to send and receive email, but Faxaway does not require that you have World Wide Web or Internet access. You will also need to register your email address with Faxaway to activate your account.

B. Installing a Broadcast Fax Group

Faxaway recommends that all new broadcast fax customers install a test group for faxing documents before sending your document to an actual fax broadcast group. Please send each NEW document you create to your test group to avoid any unexpected results. The test group should contain your name and your fax number(s) only. Please note that when setting up your broadcast group, all broadcast group names must be 6 characters or less.

The following is an example of the format used for installing a new group. Type or paste the fax numbers, including country codes, and names directly into the body of your email message. The country code for the US and other North American destinations is 1. Your email should look like the example shown below (using test as the group name).

To: update@fax2.faxaway.com
CC: (leave this field blank)
Subject: (leave this field blank)
Body: Install Group Test
 12064797500 John Doe
 18009659694 Jane Doe

The fax number and contact name must be separated by a space or a tab. The fax number should not contain spaces, hyphens or dashes and must include the country code and area code followed by the fax number.

C. Sending a Broadcast Fax

You will receive an E-mail confirmation once your broadcast group has been installed. You may now test your document for broadcasting by sending the following email:

Sending a Text Message

To: grouptest@fax2.faxaway.com
Subject: (type your subject here)
Body: type your text here

Sending an Attached Document

To: grouptest@fax2.faxaway.com
Subject: FAXDOC
Body: (attach your document here)

Once you have received the test fax of your document, you are ready to send your E-mail to your group. If your test document does not appear exactly to your specifications, please contact Faxaway Customer Support at bcast@fax2.faxaway.com.

NOTE: Please refer to the Faxaway Broadcast User's Guide for complete information on all broadcast features and options.

FAXAWAY BROADCAST FAX USER'S GUIDE

1. HOW TO CREATE A BROADCAST FAX GROUP

Broadcast fax groups are stored by Faxaway under your E-mail address. You can choose the name of each group up to six characters in length (alpha and/or numeric) and may have unlimited groups attached to your address.

1.a. Creating a Group of Fax Numbers Only

To create a broadcast group with numbers only, send an email as follows:

Note: all of the examples listed are for a broadcast group named TANGO

To: update@fax2.faxaway.com

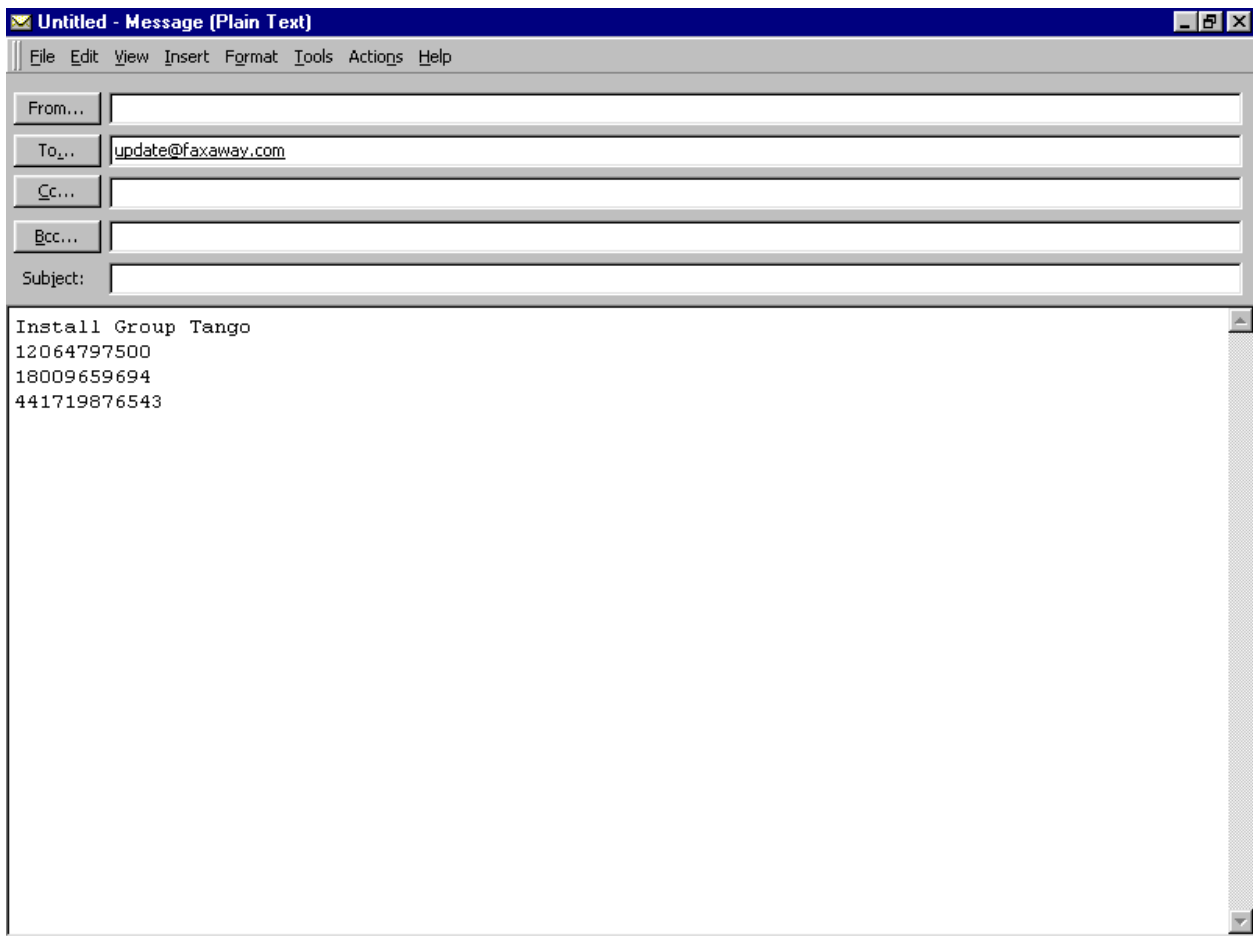
Subject: (leave this field blank)

Body: Install group Tango

12064797500

18009659694

441719876543



The screenshot shows an email client window titled "Untitled - Message (Plain Text)". The window has a menu bar with "File", "Edit", "View", "Insert", "Format", "Tools", "Actions", and "Help". Below the menu bar are four fields for "From...", "To...", "Cc...", and "Bcc...", all of which are empty. The "Subject:" field is also empty. The main body of the email contains the following text:

```
Install Group Tango
12064797500
18009659694
441719876543
```

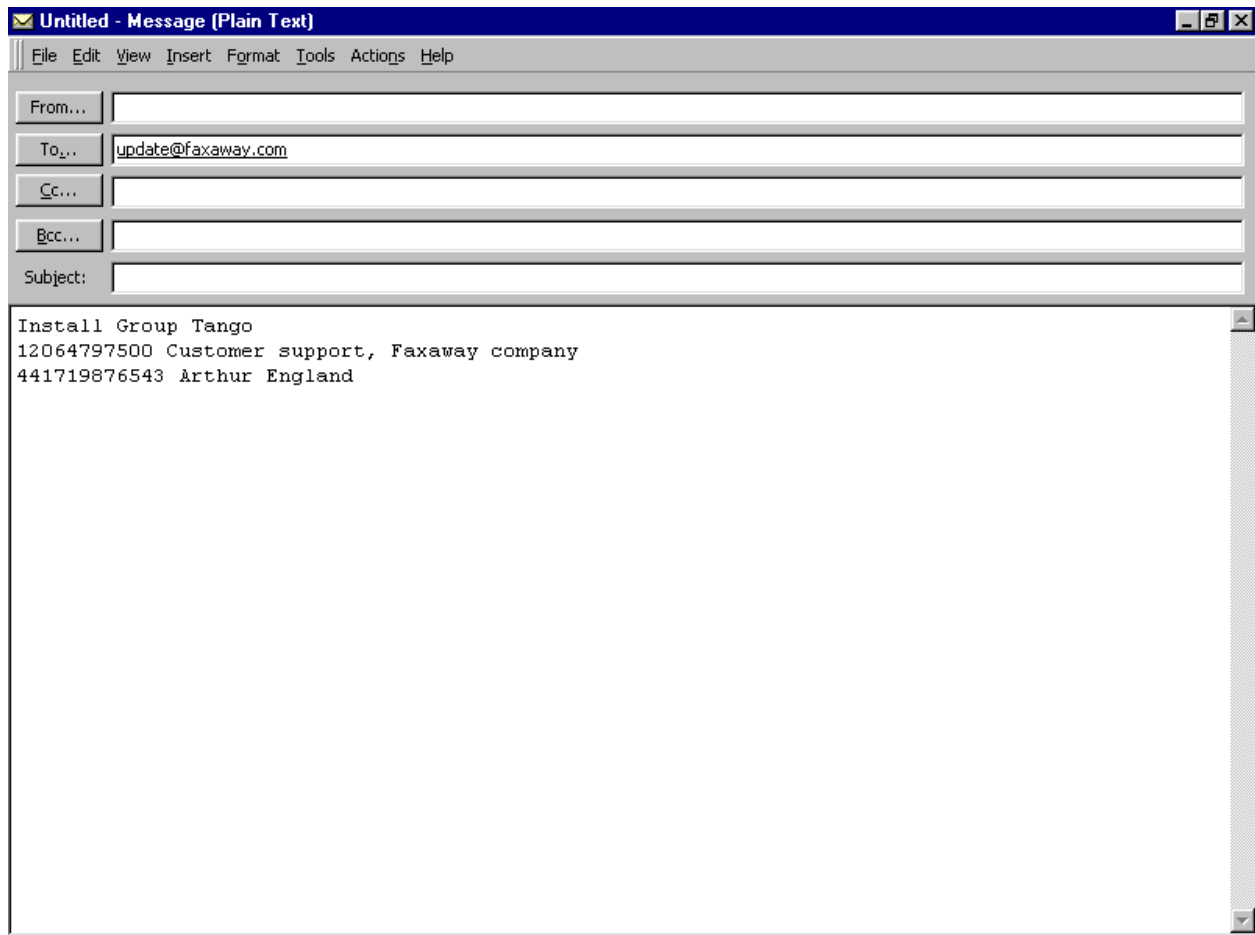
After this E-mail has been processed by our system, we will send you a confirmation email message referencing the group name and the number of records installed. Please wait until you receive this confirmation before making changes to your group or adding additional groups to your account.

1.B. Creating a Group of Names and Fax Numbers

To create a broadcast group with names and fax numbers, send an email as follows:

To: update@fax2.faxaway.com

Subject: (leave this field blank)
Body: Install Group Tango
12064797500 Customer support, Faxaway company
441719876543 Arthur England



After this E-mail has been processed by our system, we will send you a confirmation email message referencing the group name and the number of records installed. Please wait until you receive this confirmation before making changes to your group or adding additional groups to your account.

1.C. Accessing Broadcast Groups

If the broadcast group is set up by the main email address on the account, then any sub-account listed under the account will be able to send out a broadcast fax to that broadcast fax group.

If the broadcast group is set up by the sub-account email address, then only that sub-account will be able to make changes and send a broadcast fax to that group.

For information regarding making changes to your broadcast group, please see Section 4. of this User's Guide.

2. HOW TO SEND A BROADCAST FAX

Upon receipt of the email confirmation that your group has been accepted, you may proceed to send an email to groupNAME@fax2.faxaway.com (replace 'NAME' with the actual name of your group.) If you are using an HTML enabled email program, make sure it is set to send in PLAIN TEXT ONLY.

You may send your E-mail as either a text file or as an attached document. Faxaway also provides a unique Merge feature for our Broadcast customers (see section 4 regarding Merge Fields.)

2.A. Sending a Text Message

Type your text directly in the body of an email message as follows:

To: grouptango@fax2.faxaway.com

Subject: (type your subject here - you can insert up to 50 characters in this line)

Body: type your text here



The screenshot shows a window titled "(type your subject here - you can insert up to 50 characters in this line) - Message [Plain Text]". The window has a menu bar with "File", "Edit", "View", "Insert", "Format", "Tools", "Actions", and "Help". Below the menu bar are four fields for "From...", "To...", "Cc...", and "Bcc...". The "To..." field contains the email address "grouptango@faxaway.com". The "Subject:" field contains the placeholder text "(type your subject here - you can insert up to 50 characters in this line)". The main body of the email is a large text area containing the text "type your text here".

2.B. Sending an Attached Document

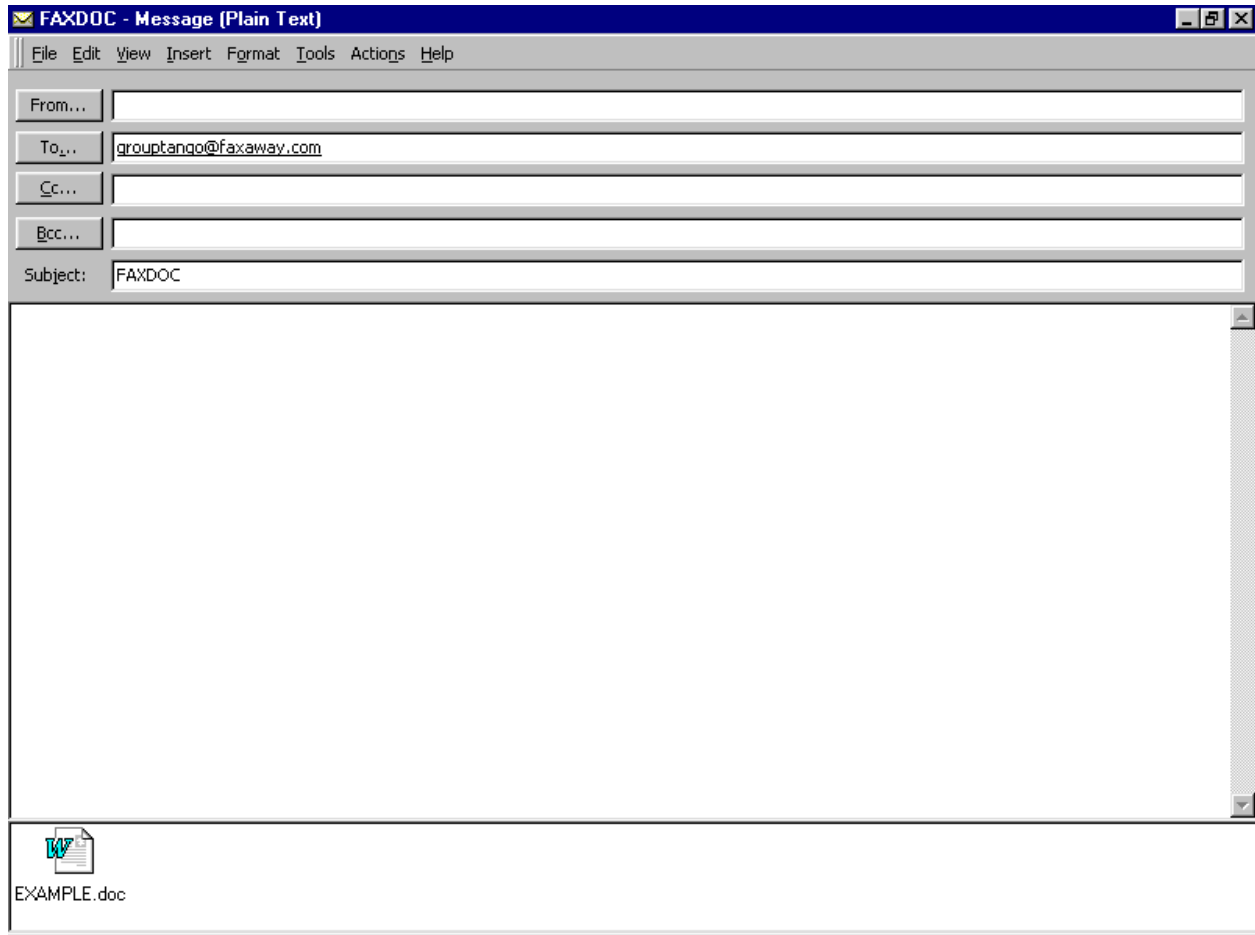
To fax a document, type the keyword FAXDOC in the subject line and attach your document to the body of the email. Use the "attach" or "insert" feature of your email program to select the file to be attached in the body of the email. We recommend attaching no more than three documents of the same file format type and the combined size cannot exceed 1mb. Attached files must follow the 8/3 title convention (i.e. no file name longer than 8 characters / .xxx, Example: customer.DOC).

For attached files (with or without merge fields):

To: grouptango@fax2.faxaway.com

Subject: FAXDOC

Body: (attach you document here)



2.C. Resending Your Broadcast Fax to Fax Numbers that Failed

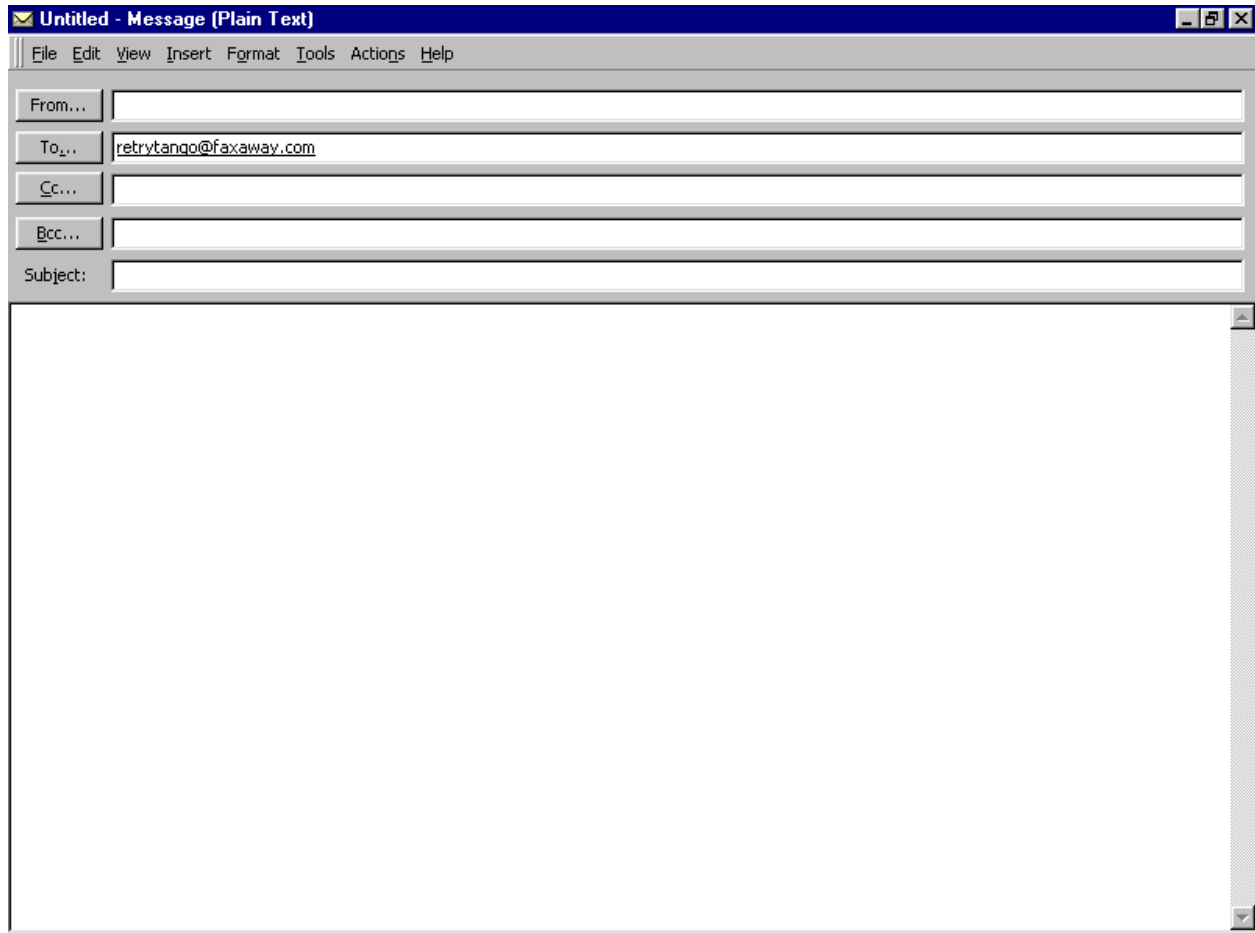
To send the same fax to the fax numbers that failed the first time, send a message to **retrytango@fax2.faxaway.com**. Nothing should be included in the subject or text fields and you should not include any attachments.

Example:

To: **retrytango@fax2.faxaway.com** (substitute your group name in place of tango)

Subject: (leave this field blank)

Body: (leave this field blank)



Faxaway will resend the last broadcast to that group (note: our system only keeps a copy of the document for up to two weeks.) You may use the retry command up to two times for each broadcast. However, after the second retry attempt, you will need to send the fax as a new broadcast.

Note: there will be an additional charge of US\$0.10 for each failure if the failure rate for the broadcast fax exceeds 15%. Faxaway will retry every fax four times at two minute intervals before considering the fax a failure. It is typical to see failure charges when using the "retry" command.

3. HOW TO USE MERGE FIELDS IN YOUR BROADCAST FAX

Faxaway has a unique merge field feature that allows you to customize each broadcast fax. Your document must be a Microsoft Word file and must be sent as a FAXDOC attachment (see Section 3.b.) This eliminates the need to make a separate cover page for each recipient. Faxaway retrieves merge data from the information in your email header.

Any time there is text in the body of your email message, our server will include a default cover page and merge fields are automatically included in your message. Please be sure to eliminate any automated signatures and set your mailer to PLAIN TEXT ONLY.

When using merge fields, there is an extra cost of \$0.05 per document regardless of the number of merge fields.

3.A. Using the Merge Feature in a Text Message

Any time there is text in the body of your email message, our server will include the default cover page and merge fields are automatically included in your message. Please be sure to eliminate any automated signatures and set your mailer to PLAIN TEXT ONLY.

When you type your message directly into the body of the email message, Faxaway will add the following merge fields to the top of your fax message:

To: (The fax recipients name and/or number)
From: (Your email address)
Date: (Current Date and Time in Greenwich Mean Time)
Subject: (The subject you type in your email)
Text (The text message you type in your email)

The default From Name is your email address. You may change the From Name for each registered email address using the general interactive commands (see Faxaway User's Guide - Interactive Commands). All the other settings can only be changed by setting up a Customized Template under your account (see Faxaway User's Guide - Customizing Your Fax Template)

3.B. Using the Merge Feature in an Attached Document

When using the merge feature in an attached document, the attachment must be a Microsoft Word Document. Merge fields must be typed into the document exactly as shown in section 3.c. of this User's Guide.

This unique feature allows you to send a fax that will maintain the integrity of the information throughout the entire document. All merge information will be inserted into the document using the same font and font size of the rest of the document.

3.C. Inserting Merge Fields in Your Document

- 1) Each merge field must be surrounded by the greater than/less than (" < " and " > ") characters.
- 2) No spaces are allowed in a merge field.
- 3) Capitalization must be exactly as shown in the Available Merge Fields.
- 4) Faxaway does support merge fields as described in the documentation for Microsoft Word. This is a mail merge application feature that takes place when using this feature in Microsoft Word. Faxaway's merge field information is taken from the header information of each email message.
- 5) Merge fields may be repeated within the document as many times as necessary.

3.D. Available Merge Fields

| | |
|-------------|--|
| <ToName> | Recipient |
| <ToNumber> | Fax number |
| <To> | Compound of ToName and ToNumber. (if no name exists, only the fax number will show) |
| <From> | Sender's name and e-mail address |
| <FromName> | Sender's name only |
| <FromEmail> | Sender's e-mail address only |
| <Date> | GMT date of the fax transmission |
| <Subject> | The subject line of the message |

4. HOW TO USE BROADCAST FAX INTERACTIVE COMMANDS

The Broadcast Fax Interactive commands are utilized specifically by customer's using the broadcast feature. We suggest you also see the Faxaway User's Guide - Interactive Command Section for additional available commands or visit http://www.faxaway.com/user_guide/interactive.html.

4.A. Using the Broadcast Interactive Commands

The group name "Tango" has been used in all examples. You will replace "Tango" with the actual group name. You may enter multiple commands in a single email by simply separating each command with a carriage return.

Send all commands as follows:

To: update@fax2.faxaway.com
Cc: (leave this field blank)
Subject: (leave this field blank)
Body: type the command exactly as shown in the body section of each command below

INSTALL GROUP- use to install a new group.

Type in the Body: INSTALL GROUP TANGO
12064797500 John Doe

ADD RECORD - add a number and (if desired) an associated name to a specific group.

Type in the Body: ADD TO GROUP TANGO
12064797500

DELETE RECORD - delete a number and any associated name from a specific group. You may delete several numbers in the same message (separate the numbers with a comma and a space).

Type in the Body: DELETE FROM GROUP TANGO
12064797500

DELETE GROUP - delete an entire group. Once a group has been deleted it cannot be recovered.

Type in the Body: DELETE GROUP TANGO

HALT - stop a broadcast fax in progress.

Type in the Body: HALT GROUP TANGO

STATUS - to check the status of a broadcast fax in progress.

Type in the Body: STATUS GROUP TANGO

RETRY - retry sending your fax to the fax number that failed during your first broadcast.

Example: retrytango@fax2.faxaway.com (substitute your group name for tango)

Subject: (leave this field blank)

Body: (leave this field blank)

Faxaway will re-send the last broadcast to that group for two weeks. You may use the retry command up to 2 times for each broadcast. Note: On broadcast faxes sent to continental US fax-numbers, Faxaway charges US\$0.10 for each failure in a broadcast fax which has a failure rate of over 15%. Faxaway will retry every fax four times at least 2 minutes apart before considering the fax a failure. It is typical to see failure charges when using the "retry" command.

HISTORY - receive a historical list of all broadcasts for a broadcast group.

Type in the Body: HISTORY GROUP TANGO

LIST GROUPS - retrieve a list of all broadcast groups (as well as the total number of recipients listed for each group) associated with a specific address.

Type in the Body: LIST GROUPS

LIST GROUP - retrieve a list of all the fax numbers in a specific group.

Type in the Body: LIST GROUP TANGO

BCCONFIRM - option of your broadcast fax confirmations. Replace X with a number corresponding to the following options.

Type in the Body: SET BCCONFIRM X

The default option is 1.

1. List of fax numbers, in order by fax number.
2. List of names and fax numbers, in order by fax number.
3. List of names and fax numbers, in order by name.
4. List of names, in order by names, with no fax numbers.

5. SUPPORTED FILE FORMATS FOR BROADCAST FAXING

.PDF Version 7 or earlier only. Please test 1st. The FAXDOC Command must be used in the emails Subject Line.

If you are not using merge fields it is recommend that you convert your file to a type 3 1-d tiff format using the tiff file conversion software available for download on our web site. The tiff file conversion software can be used for any Windows application.

.DOC Microsoft Word version Word 95 (6.0 or less) or Word 97

For Broadcast faxing ONLY - graphics files (GIF, JPG) must be embedded into a Microsoft Word document or converted to .PDF. This is different than regular Faxaway individual faxing (see the general User's Guide for more information).

NOTE: IF YOU ARE USING AN HTML ENABLED EMAIL PROGRAM (such as Outlook Express, Eudora Pro version 4.0 etc) please be sure to set the mailer to send as PLAIN TEXT ONLY. Otherwise, the program sends a separate attachment of HTML code that will appear in your broadcast.

6. BROADCAST FAX DISCOUNTS AND CHARGES

Weekend Discount

Simply send your broadcast fax to "**DSCGROUPXXXXX@fax2.faxaway.com**" anytime throughout the week and we will send it out between 6 PM Friday and 6 PM Sunday, Pacific Standard Time. All Delayed Broadcast features work exactly the same as our regular Broadcast features, and our system will check your fax before the weekend to ensure there will be no problems with the broadcast. If you have any questions about broadcast faxing, please send an email to bcf@fax2.faxaway.com to receive an auto-response email, which includes the Broadcast Quick Start. Please note this discount is only valid for North American fax destinations only and does not apply to merge field charges if applicable.

Faxaway charges the following service fees, in addition to transmission rates, which only affect broadcast faxing.

Merge field charge:

Faxaway charges US\$0.05 (cents) per fax for using merge fields in a broadcast fax, regardless of how many merge fields are used within the document. Please be aware when broadcasting a text message, merge fields are used automatically and will be subject to merge charges.

15% failure rate charge:

Broadcasts that experience failure rates of 15% or higher will be charged US\$0.10 (cents) per failed fax number. This charge will be applied to all broadcasts, including retries of failed broadcast group faxes. Since Retries experience a much higher failure rate, failure charges should be expected.

Group Installation:

For a small fee, Faxaway's Broadcast Technical Support can help you install a broadcast group. Costs are based on size of the group, any list cleaning and/or the time it takes to install the group. Please email bcast@fax2.faxaway.com for the required file format and the cost.

Document Maintenance:

For a minimum fee, Faxaway's Broadcast Technical Support can assist you in creating and building documents for broadcast faxing. Costs are based on the complexity of the document, number of changes needed to be made, and the time it takes to complete the document. Please email bcast@fax2.faxaway.com for an estimate of the time required to complete the job and cost.

7. HOW TO CONTACT US

Broadcast Support:

Faxaway provides specialized Customer Support to assist you specifically with any broadcast issues.

| | |
|---------------------|--|
| Email: | bcast@fax2.faxaway.com |
| Phone: | 1 (206) 479-7000 (listen to the menu) |
| Toll Free (US only) | 1 (800) 906-4329 |

Individual Faxaway Support (General Questions/ Account info):

You may also contact our main Customer Support for general issues.

| | |
|---------------------|--|
| General Support: | support@fax2.faxaway.com |
| Phone: | 1 (206) 479-7000 (listen to the menu) |
| Toll Free (US only) | 1 (800) 906-4329 |
| Address: | 417 2nd Ave West, Seattle, WA 98119 USA |
| Fax: | 1 (206) 479-7500 |
| Internet Web Site: | www.faxaway.com |