Getting Started with the Textbook, Tutorial, and Testing System called MediaMatrix

What do I have to do?
First you need to purchase, then register/activate to establish a student registration for your school/instuctor/course on the *Textbook* servers, and finally download the *MediaMatrix Textbook* engine for installation on your computer. But please note:

> *a* TEXTBOOK ACTIVATION NUMBER is sent *to the email address given during purchase*, and that number is then used for your registration processes.

1. **PURCHASE -- Let's Walk Through the Purchase Process:**
   Go to the Home page at http://www.ai2inc.com/
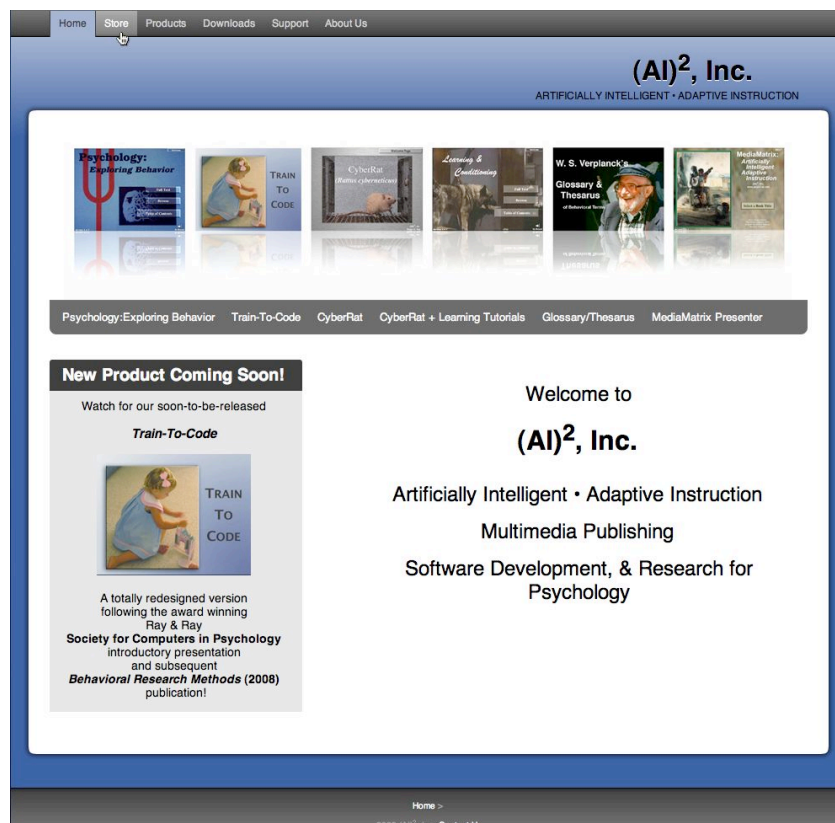
Among the tab menu items at the top of this page is the **Store** tab as illustrated above, click on this menu item to access the (AI)² , Inc. online **Store**:

What are my Purchase Options?

There are many different products available here, each with its own Menu in the "secondary menu" bar just below the visual display of products. Click on the *Exploring Behavior* menu option, as illustrated above. This will take you directly to the ***Kasschau's Psychology: Exploring Behavior*** textbook purchase page:

On this page you are given two alternative payment options to purchase *Psychology: Exploring Behavior* for $95.00:

1. Purchase via the highly secured PayPal service (it allows you to use your credit card or e-check without our company seeing any of your credit card information), and you do NOT have to be a member to make this purchase.

2. Purchase by sending a check or money order through the US Postal Services. Write the check for $95.00 to be paid to (AI)², Inc. Send it PLUS YOUR E-MAIL address to:

> (AI)², Inc.
> PO Box 2963
> Winter Park, FL 32790-2963

Please note, we MUST have your e-mail address to send you the Textbook Activation Number after receipt of your check. If there is no e-mail address included, we must mail via USPS your Activation Number, which will significantly delay receipt and access to use of Textbook.

What Did I Buy and What Happens Next?

Within *approximately 24 hours* (often much less) of receipt of your purchase you will receive an e-mail with a *Textbook Activation Number* that reads pretty much as follows:

> Thank you for your purchase of Kasschau's Psychology: Exploring Behavior -- an internet-enabled adaptive tutoring, self-testing, and mastery certification textbook. To download and use our custom MediaMatrix delivery software system required to access your textbook, tutoring, and testing services, you MUST register on-line at our following internet address:
>
> http://www.psych-registration.com
>
> To begin registration at this site, use the following personal Activation Number:
>
> 9TXTxxxxxxxx
>
> Registering this number and completing our course registration allows your instructor to receive your assignments and testing scores when you complete them. A fully illustrated User Guide for MediaMatrix Textbooks as well as your Textbook itself may be downloaded beginning at:
>
> http://www.ai2inc.com/AIDownloads/download_index.html
>
> From this page, select the OS (windows/mac) specific "Product" download page you need, then select to download the product:
>
> **Psychology: Exploring Behavior**
>
> Thank you,
> sales & information
> (AI)^2, Inc.
> http://www.ai2inc.com

To begin your textbook registration, go to:

http://www.psych-registration.com/

to register this number and complete your course registration so your instructor may receive your certification quiz scores when you complete tests.

Textbook and CyberRat software as well as User Guides for each may be downloaded from the "Downloads" section of our website at www.ai2inc.com, but the direct URL is:

http://www.ai2inc.com/AIDownloads/download_index.html

Once again, thank you for your purchase.

sales & information
(AI)^2, Inc.
http://www.ai2inc.com

2. ACTIVATION/REGISTRATION -- How and What Do I Register?

As the activation e-mail message instructs you will have to register, as well as download and use, the Textbook you have purchased. As instructed, begin at:

http://www.psych-registration.com/

There you will see the following page:

Clicking on the proper Region of the US where you go to school *near the bottom of this page's instructions* starts the registration of your Activation/Serial number. The first region includes the states of Texas, Mississippi, Arkansas, and Oklahoma. All other states are in the second region. Clicking your region takes you to the next registration page, where you Register your serial number....type it in and click **Send Information** as illustrated below:

Next, you need to submit a **STUDENT ID** number (your university ID) that will also be used as a **LOGIN ID** when you start using your Textbook/tutorial/testing system. The remainder of the registration process should be self-explanatory as you go through it...you are essentially signing up for the instructor, school, course, section that requires use of this system. This assures the right instructor gets your data when you take mastery certification tests!

After you have completed your registrations for the textbook, it is time to download and install it. The next section describes this process.

3a. DOWNLOAD *MediaMatrix/Textbook* software -- Let's walk through the Download process:

1. Begin at http://www.ai2inc.com where, among the tab menu items at the top of this page is the **Downloads** tab, click on this menu item to access the (AI)^2, Inc. online Store:
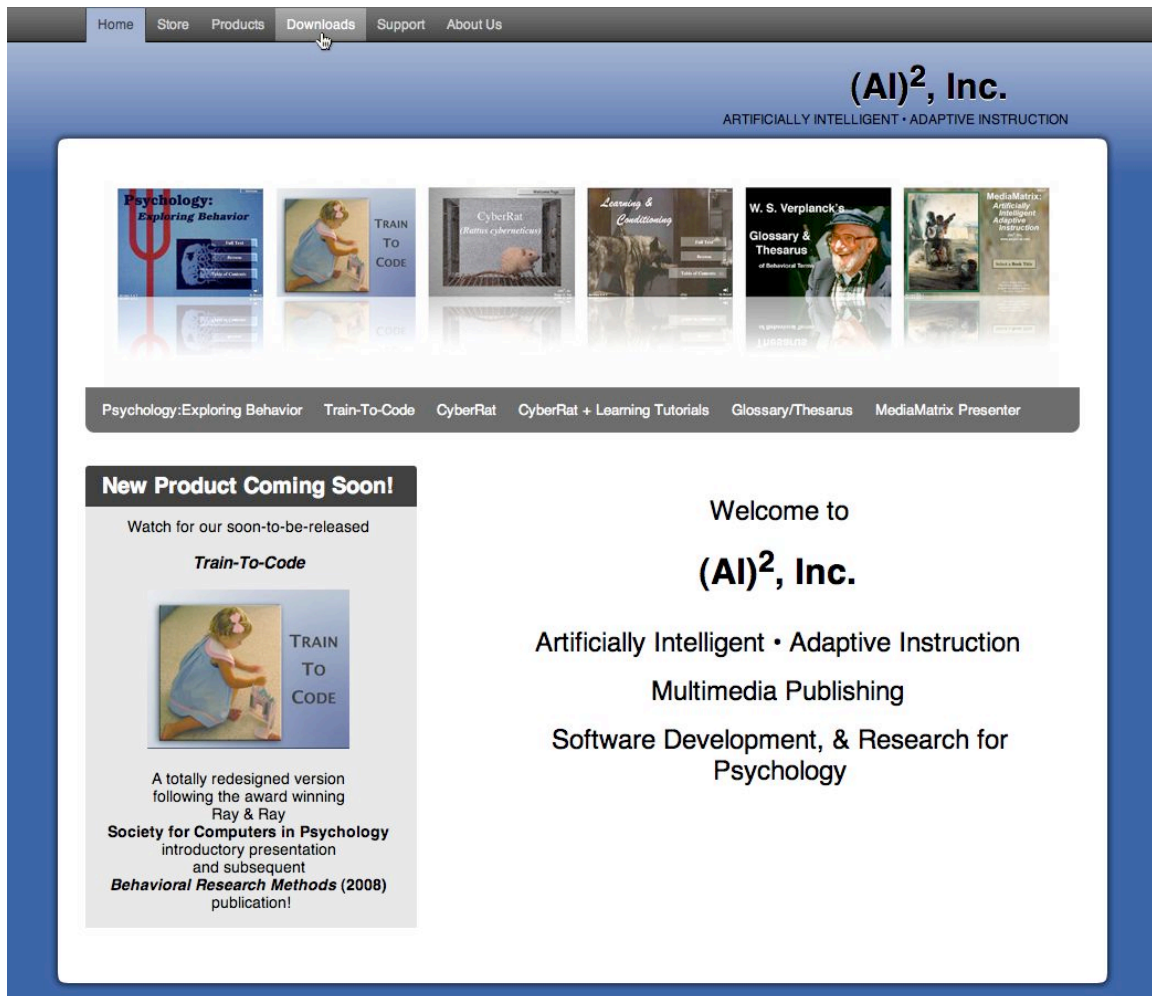
2. When you get to the Downloads main page, there are options to go to the **Mac Products Downloads** (seen below) or the **Windows Downloads Page** (seen beneath the Mac illustration below):
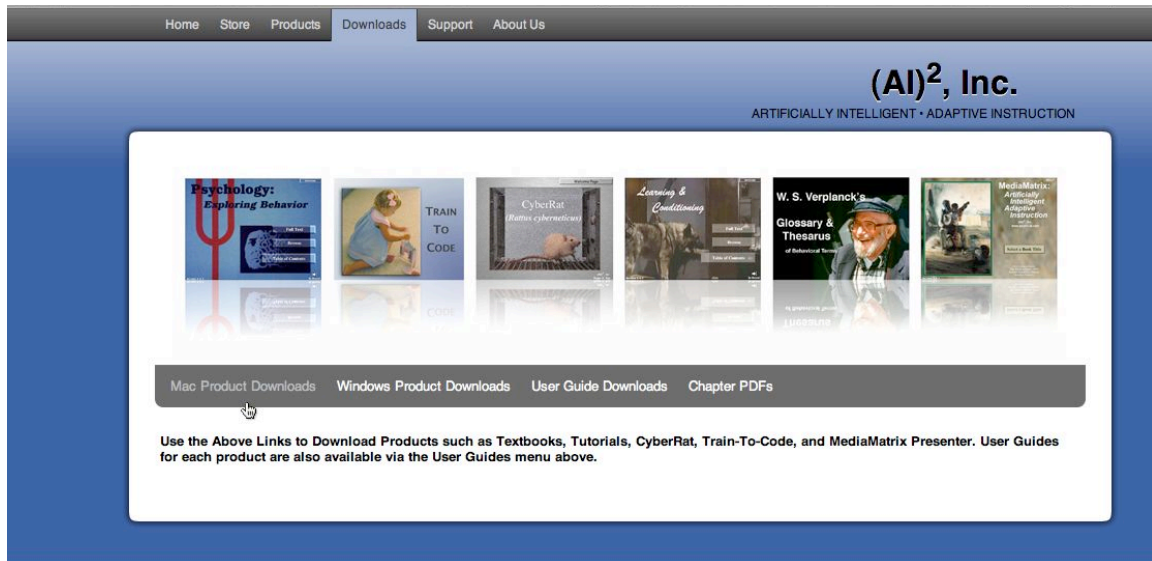
Mac Product Downloads option on the Main Downloads Page
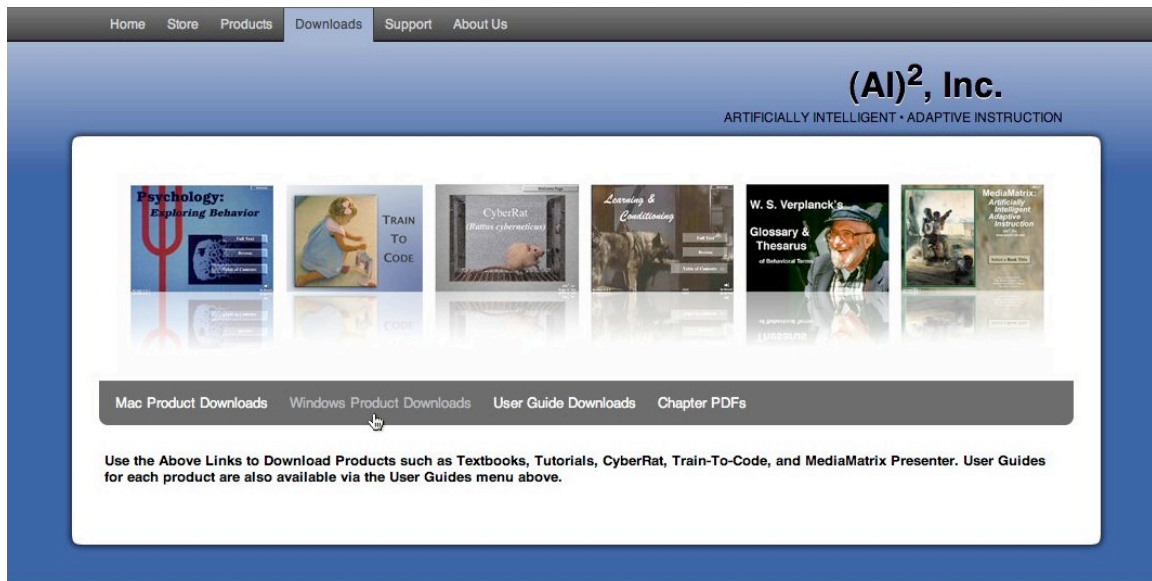
Windows Product Downloads option on the Main Downloads Page

After selecting the Product type that matches your computer's Operating System (Mac/Windows), you will see a list of product download options. Select to download Textbooks (your registration determined WHICH textbook will appear in your MediaMatrix viewer/tutorial system:
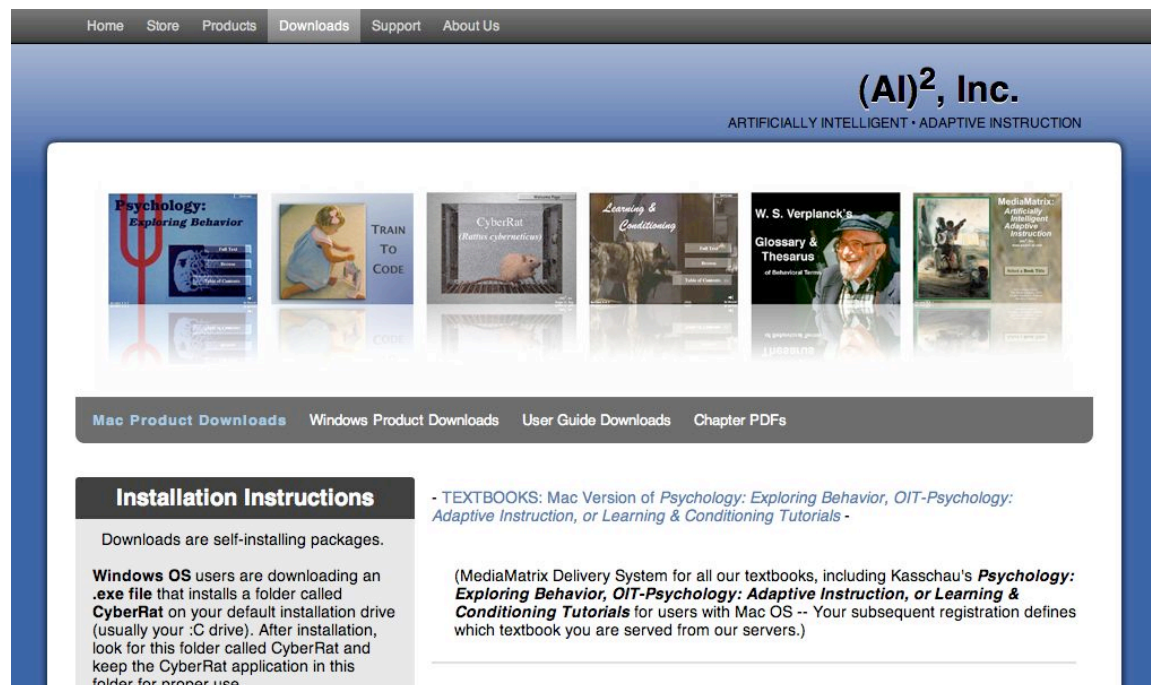
Textbook for Mac Download option illustrated

This page has Installation Instructions in the left margin window:

Downloads are self-installing packages.

Windows OS users are downloading an **.exe file** that installs a folder on your default installation drive (usually your :C drive). After installation, look for this folder and keep the application inside this folder for proper use.

Mac OS-X users are downloading a **DMG image** that shows as a disk. The entire folder must be copied from the DMG window onto your HD and the application must remain inside this folder for proper use.