

XtagRetail

USER GUIDE



XT610™ LIFT & LEARN

 Android

WEB CMS
(Requires Wi-Fi Connection)

Thank you for purchasing this product.

For optimum performance and safety, please read these instructions carefully before connecting, operating or adjusting this product. Please keep this manual for future reference.



Reference Guide:

XTag



XT-Controller



Activator Key



Adhesive Pad



Product Overview

XT610™ Lift & learn is an in-store experience that encourages customers to interact with feature products. When a customer makes contact with a product on the shelf, an assigned digital display will instantly present digital media related to that product.

The technology integrates seamlessly with digital signage and media players to showcase informative product marketing media.

External Requirements

- Screen/digital signage
- Android 7+ Media Player
- WiFi Connection
- HDMI Lead
- Keyboard/mouse for setup
- USB Memory Stick
- PC/Laptop for CMS

Product Contents

- 1 x Controller Module
- 1 x USB-A to USB-B cable
- 5 x Product Tags
- 1 x Activator Key
- 10 x Product Pads
- 1 x Annual Controller Licence

User Guide XT610™ Lift & Learn

Part One: Tag Activation

1. Activate an Xtag with the Activator Key. Insert one key metal into the back of the end hole of the Xtag and hold down for 3 seconds until the blue LED flashes in the centre hole.



2. Place an adhesive pad on the back of the Xtag or insert a tie-wrap in the tie-wrap loop.



3. Secure the Xtag to your product and repeat the process with any additional Xtags.



Notes

- Turn tags off and save battery life by repeating step one. A solid blue light will appear to confirm the XTag has been turned off.

Part Two: Media Player Setup

4. Power on your Android 7+ Media Player and connect the player to your screen/digital signage via a HDMI cable.
5. Plug your XT-Controller into your Android 7+ Media Player via supplied USB cable. The Controller must be connected to your media player at all times.

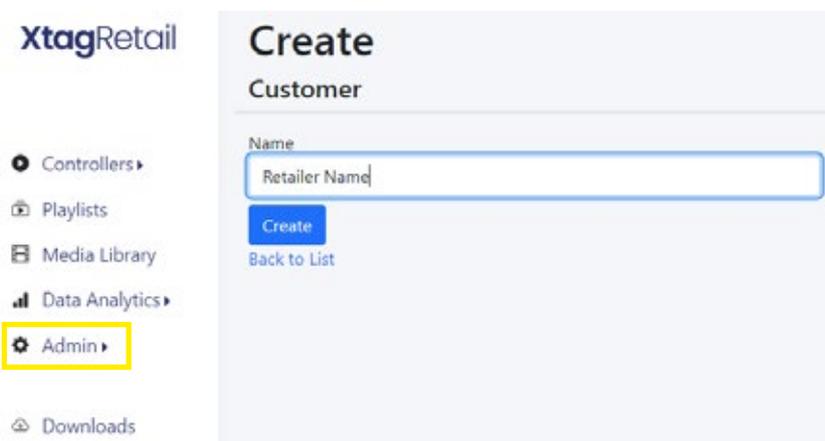
Part Three: Dashboard Setup

6. Visit dashboard.xtagretail.com on your PC and create an account.



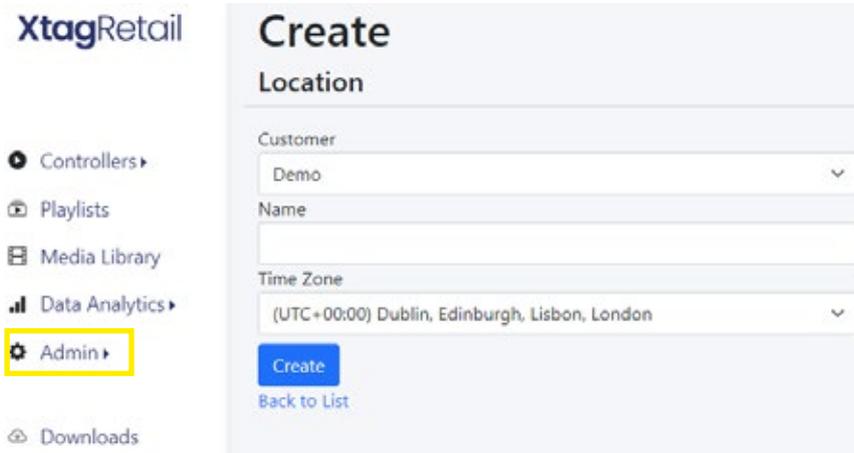
The screenshot shows the 'Register' form on the XtagRetail dashboard. The form includes the following fields: Full Name, Display Name, PhoneNumber, Email, Password, Confirm Password, Company, and a Country dropdown menu. A blue 'Register' button is located at the bottom of the form.

7. Click on the "Admin" tab and open the "Customers" page. Click "Add a New Customer" and give your customer a name then click "Create". Your customer name could be the name of the store/retailer.

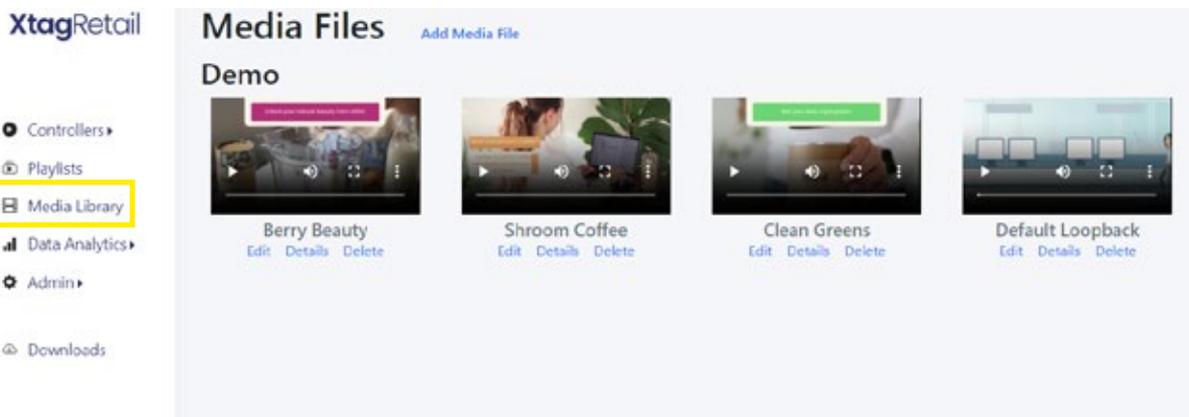


The screenshot shows the XtagRetail Admin dashboard. On the left, there is a navigation menu with the following items: Controllers, Playlists, Media Library, Data Analytics, Admin (highlighted with a yellow box), and Downloads. The main content area is titled 'Create Customer' and contains a 'Name' input field with the text 'Retailer Name' entered. Below the input field are two buttons: a blue 'Create' button and a blue 'Back to List' link.

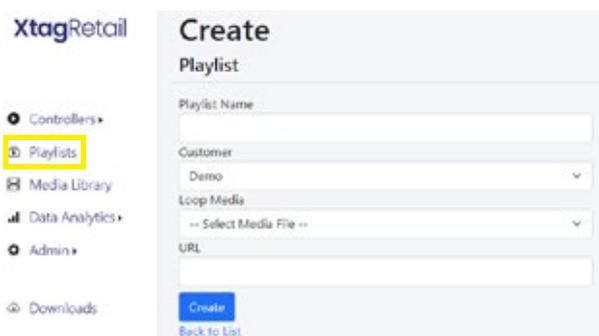
- Click on the “Admin” tab and open the “Locations” page. Click “Add a New Location” and give your customer a location name and time zone, then click “Create”.



- Click on the “media Library” tab and click on the folder with your customer name. Click “Add media File” and upload your default loopback content and tag trigger content files.



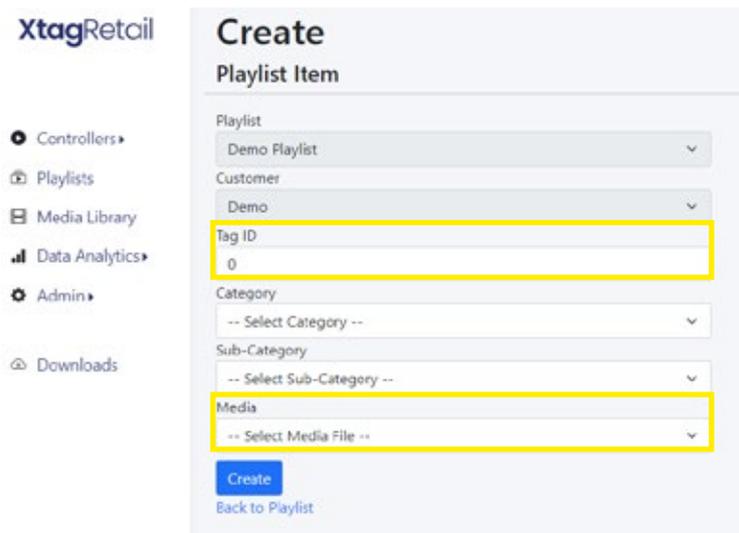
- Click on the “Playlists” tab and “Create New Playlist”. Enter a playlist name, select your customer and select a default loop video or URL to display as your loopback content.



- Now that you have created your playlist, click on the name of your newly created playlist.

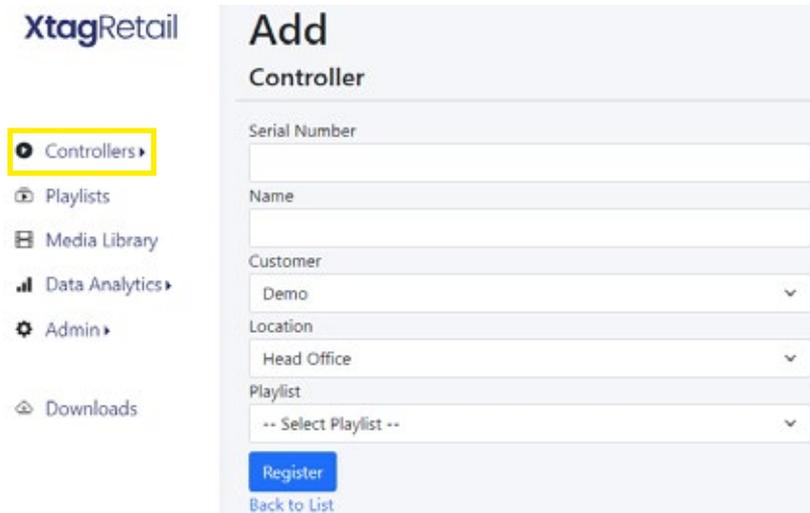


- Click "Add New Playlist Item" and enter the ID number of your XTag. Select the media file associated to the XTag and then click create. Categories are only needed for Analytics customers. For the analytics guide, contact support@xtagretail.com.



- Repeat the process with any additional XTags and media content.

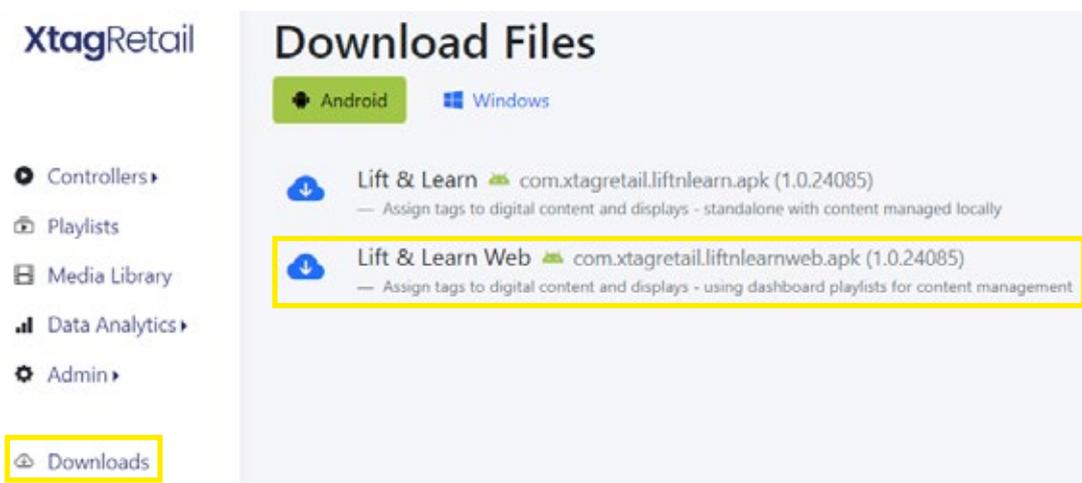
- Click on the “Controllers” tab and open the “Controllers” page. Enter the 13-digit serial number on the back of your XT-Controller and give your Controller a name. Now, select your customer and location from the dropdown menu. Once complete, click “Register”.



- Navigate back to the “Controllers” page and you will find your Controller has been registered to your account. Now, download your Controller License by clicking the “Download” button under “License”.



- Click on the “Downloads” tab and click on the blue cloud icon for the “Lift & Learn Web” app for Android to download the app.



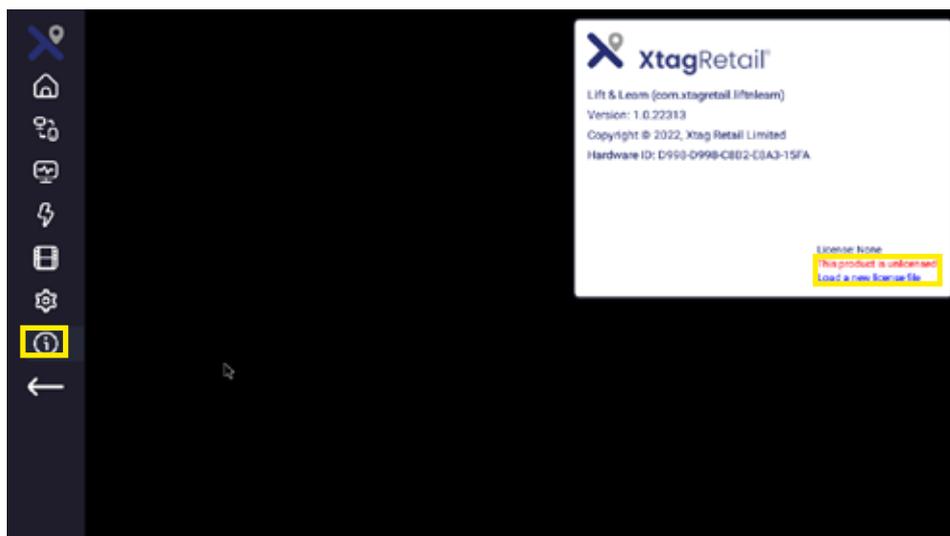
17. You will now have two downloads from the Xtag Retail dashboard: your Controller license and your Lift & Learn App. Save both of these files to a USB memory stick and plug the memory stick into your Android 7+ Media Player.

Name	Date modified	Type	Size
 xttriggers (38).license	25/06/2024 10:20	LICENSE File	2 KB
 com.xtagretail.liftnlearn (47).apk	25/06/2024 10:20	APK File	50,345 KB

18. Now your USB memory stick is plugged in to your media player, use a keyboard and mouse to install the Lift & Learn Web App which can be found in the explorer/files app on your Android device.

Ensure that your Android Media Player is connected to Wi-Fi and set to the correct time zone for your Country/Region.

19. Open the Lift & Learn App and navigate to the “i” tab. Now, click “Load New License File” and input your Controller License file.



20. Minimise the navbar by clicking the white arrow to display full screen mode. You can re-open the navbar by dragging the left hand side of the screen out with your mouse.



Please note content takes approx. 15 minutes to display on the media player. You can change content at any time through the dashboard CMS.

Setup complete.

Resources

Xtag Retail Website - <https://xtagretail.com/>

User Dashboard - <https://dashboard.xtagretail.com/>

Support - support@xtagretail.com

XtagRetail[™]

Xtag Retail

Tel : +44 (0) 3333 408 179

support@xtagretail.com

Web: xtagretail.com