

# XtagRetail

## USER GUIDE



**XT610™ LIFT & LEARN**

 **Android**

**OFFLINE/STANDALONE APP**

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
- HDMI Lead
- Keyboard/mouse for setup
- PC/laptop to download the app
- USB Memory Stick

## 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

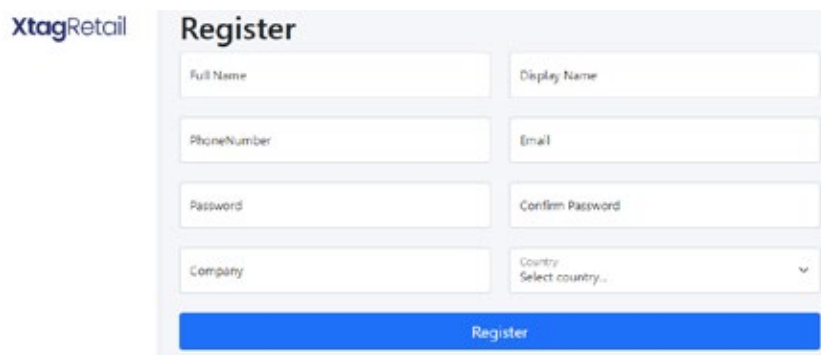
- Turn tags off and save battery life by repeating step one. A solid blue light will appear to confirm the XTag has been turned off.

## 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.

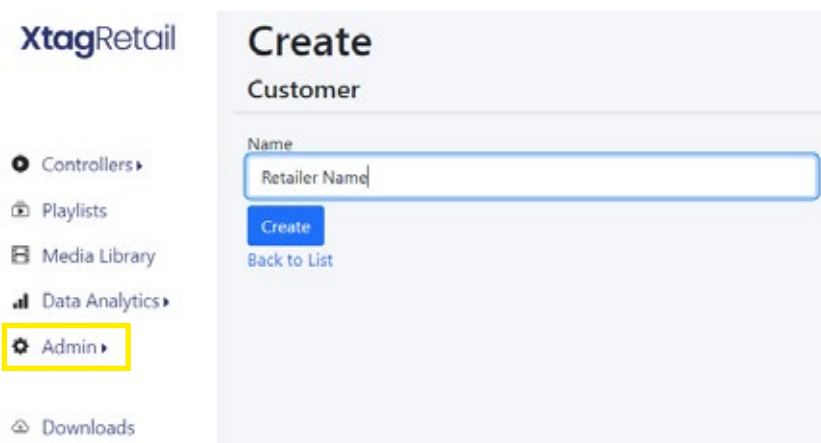
## Part Three: Dashboard Setup

6. Visit [dashboard.xtagretail.com](https://dashboard.xtagretail.com) on your PC and create an account.



The image shows the 'Register' form on the XtagRetail dashboard. The form is titled 'Register' and includes the XtagRetail logo. It contains several input fields: 'Full Name', 'Display Name', 'PhoneNumber', 'Email', 'Password', 'Confirm Password', 'Company', and a 'Country' dropdown menu with the text 'Select country...'. A blue 'Register' button is 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 image shows the 'Create Customer' form on the XtagRetail dashboard. On the left is a sidebar with navigation links: 'Controllers', 'Playlists', 'Media Library', 'Data Analytics', 'Admin' (highlighted with a yellow box), and 'Downloads'. The main area is titled 'Create Customer' and contains a 'Name' input field with the placeholder text 'Retailer Name'. Below the input field are two buttons: a blue 'Create' button and a blue 'Back to List' link.

8. 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”.

**XtagRetail**

- Controllers ▶
- Playlists
- Media Library
- Data Analytics ▶
- Admin ▶**
- Downloads

## Create Location

Customer: Demo

Name:

Time Zone: (UTC+00:00) Dublin, Edinburgh, Lisbon, London

[Create](#)

[Back to List](#)

9. 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”.

**XtagRetail**

- Controllers ▶**
- Playlists
- Media Library
- Data Analytics ▶
- Admin ▶
- Downloads

## Add Controller

Serial Number:

Name:

Customer: Demo

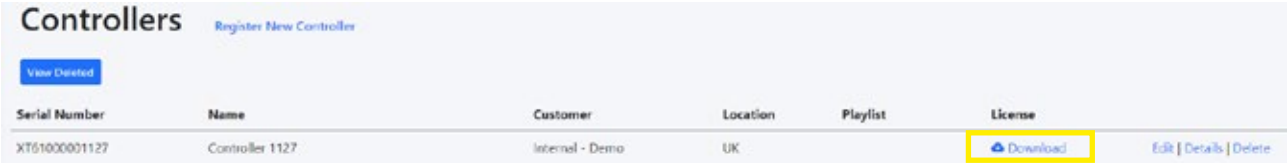
Location: Head Office

Playlist: -- Select Playlist --

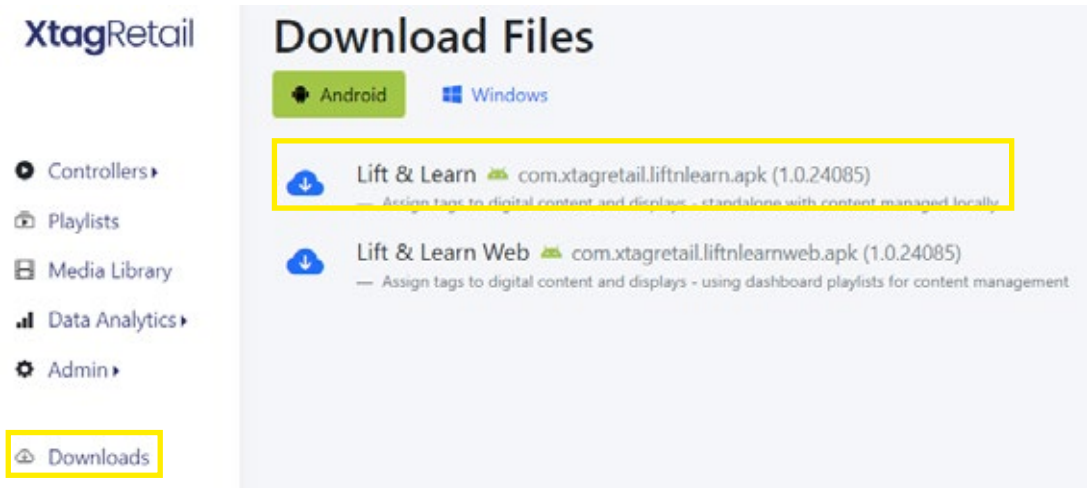
[Register](#)

[Back to List](#)

10. 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”.



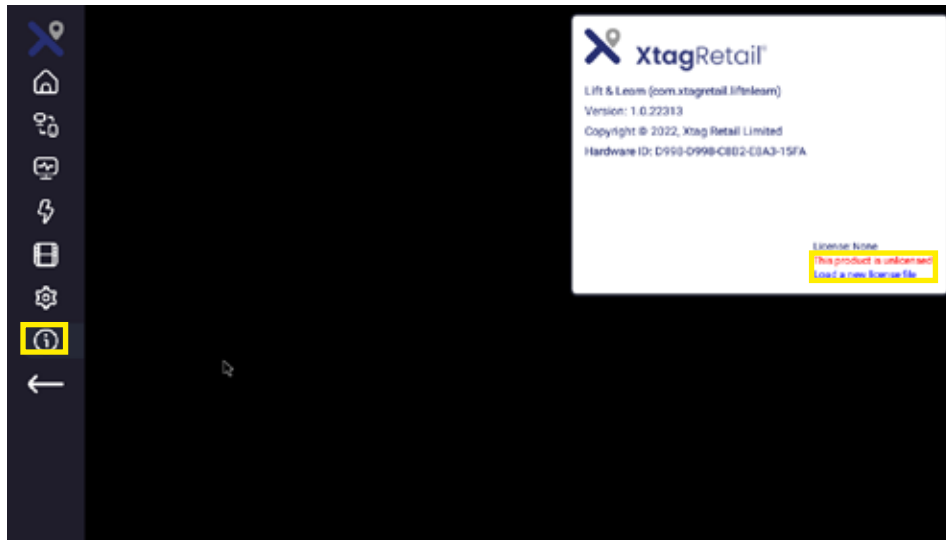
11. Click on the “Downloads” tab and click on the blue cloud icon for the “Lift & Learn” app for Android to download the app.



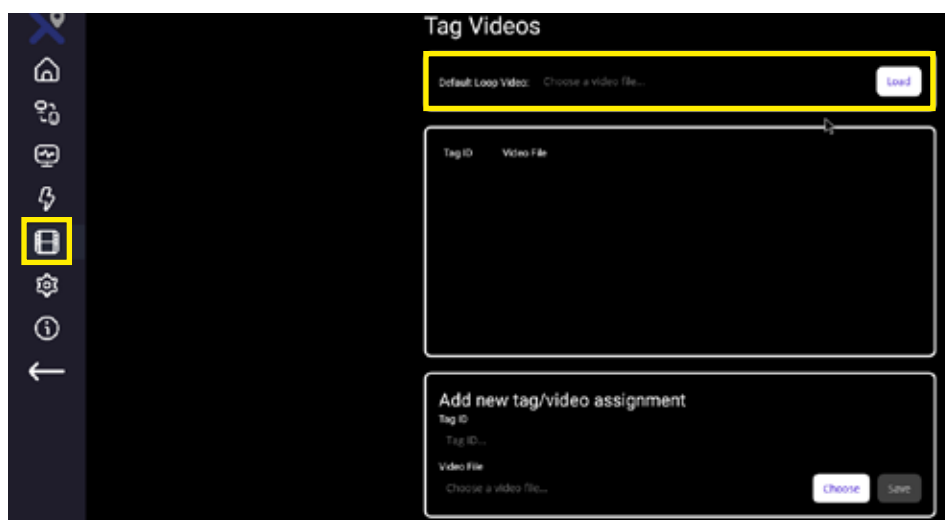
12. You will now have two downloads from the Xtag Retail dashboard: your Controller lincense and your Lift & Learn App. Save both of these files to a USB memory stick and plug the memory stick into your Android 7+ Media Player.

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

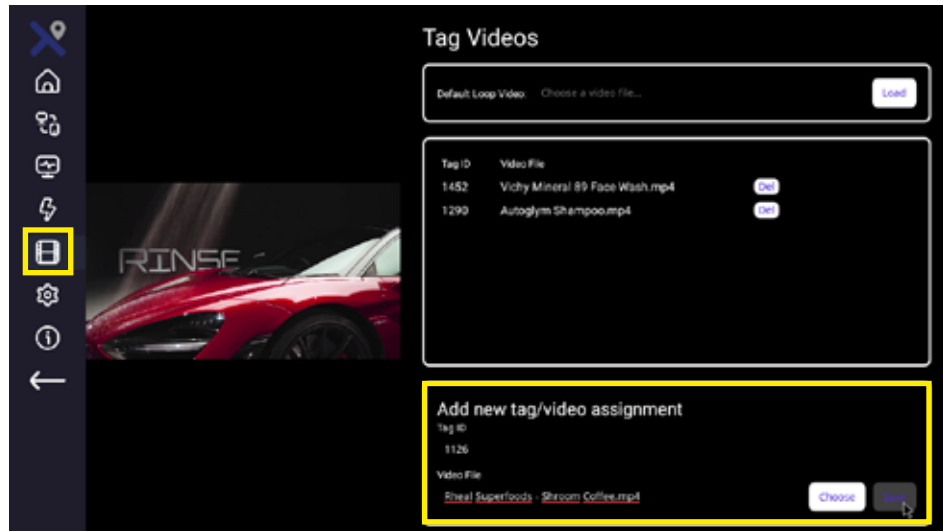
13. Now your USB memory stick is plugged in to your media player, use a keyboard and mouse to install the Lift & Learn App which can be found in the explorer/files app on your Android device.
14. Open the Lift & Learn App and navigate to the “i” tab. Now, click “Load New License File” and input your Controller License file.



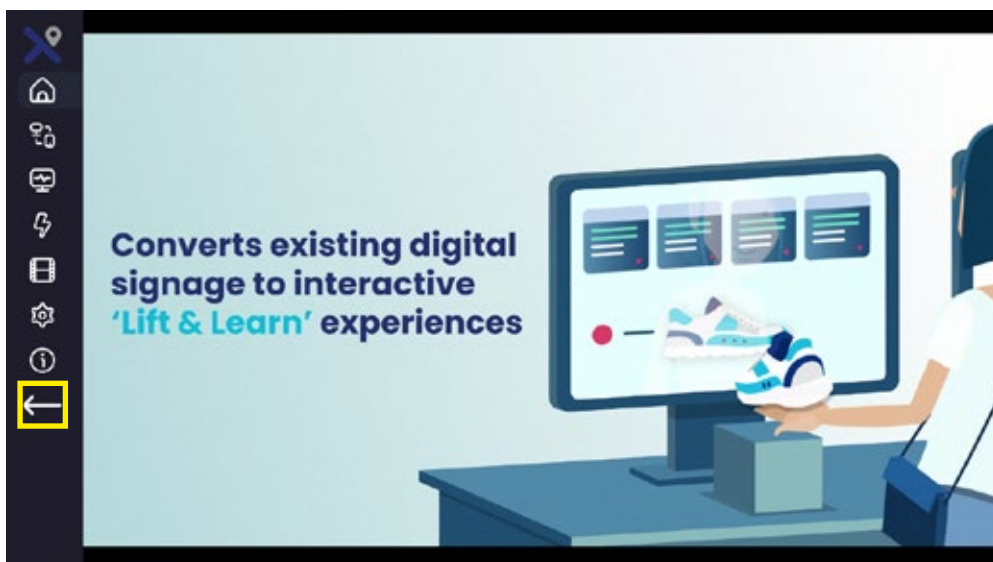
15. Now that your license file has been activated, navigate to the “Tag Videos” tab. Load a Default Loop Video file or enter a full URL address to display a webpage. Your Default Loop Content will play on loop until a tag movement has been detected.



16. Add your tag trigger content by entering the tag ID number on the XTag label and loading a media file that you wish to be associated with XTag. Repeat the process with any additional XTags.



17. 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.



**Setup complete.**

## Resources

**Xtag Retail Website** – <https://xtagretail.com/>

**User Dashboard** – <https://dashboard.xtagretail.com/>

**Support** – [support@xtagretail.com](mailto:support@xtagretail.com)

# XtagRetail<sup>®</sup>

**Xtag Retail**

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Web: [xtagretail.com](https://xtagretail.com)