



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 (Ex. Android 13)
- 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

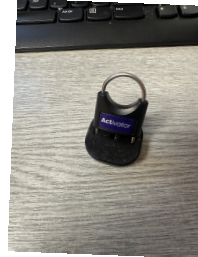
Part One: Tag Activation

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. If using Light Sensors, insert both key metals into the Xtag and hold down until the LED flashes 3 times.

(Motion Sensor)



(Light Sensor)



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

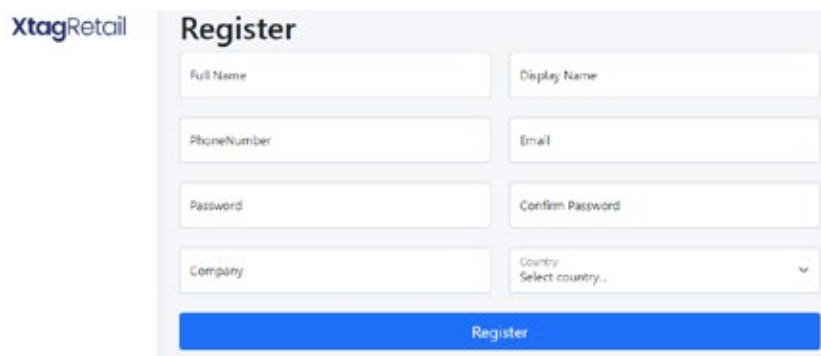
- Turn tags off and save battery life by repeating step one. A solid blue light will appear to confirm the XTag has been turned off.

Part Two: Media Player Setup

4. Power on your Android 7+ Media Player (Ex. Android 13) 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.

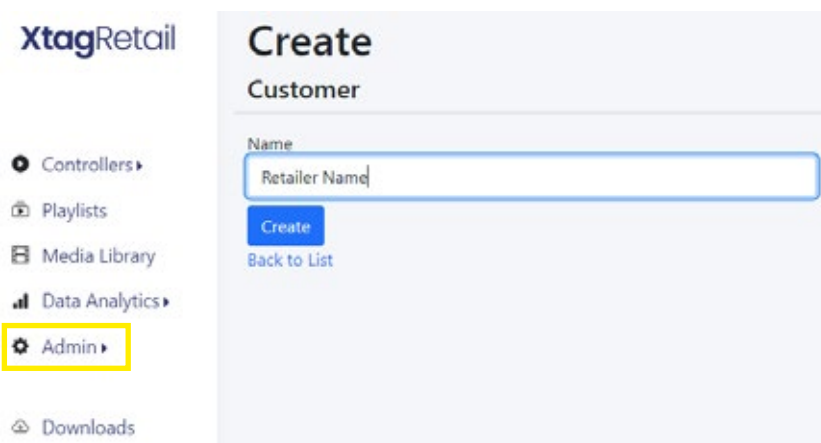
Part Three: Dashboard Setup

6. Visit <https://dashboard.xtagliftlearn.com/> on your PC and create an account. Once registered, sign-up to a subscription.



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. The form is titled 'Create Customer' and includes the XtagRetail logo. On the left side, there is a sidebar with navigation links: 'Controllers', 'Playlists', 'Media Library', 'Data Analytics', 'Admin' (highlighted with a yellow box), and 'Downloads'. The main form area has a 'Name' input field with the text 'Retailer Name' and a blue 'Create' button. Below the 'Create' button is a link that says 'Back to List'.

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

Create Location

Customer: Demo

Name:

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

[Create](#)

[Back to List](#)

9. 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.

XtagRetail

Media Files [Add Media File](#)

Demo

Berry Beauty [Edit](#) [Details](#) [Delete](#)

Shroom Coffee [Edit](#) [Details](#) [Delete](#)

Clean Greens [Edit](#) [Details](#) [Delete](#)

Default Loopback [Edit](#) [Details](#) [Delete](#)

10. 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.

XtagRetail

Create Playlist

Playlist Name:

Customer: Demo

Loop Media: -- Select Media File --

URL:

[Create](#)

[Back to List](#)

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



12. 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.

The screenshot shows the 'Create Playlist Item' form in the XtagRetail interface. The sidebar on the left is the same as in the previous image. The form has the following fields: 'Playlist' (a dropdown menu showing 'Demo Playlist'), 'Customer' (a dropdown menu showing 'Demo'), 'Tag ID' (a text input field containing '0', highlighted with a yellow box), 'Category' (a dropdown menu showing '-- Select Category --'), 'Sub-Category' (a dropdown menu showing '-- Select Sub-Category --'), and 'Media' (a dropdown menu showing '-- Select Media File --', highlighted with a yellow box). At the bottom of the form are a blue 'Create' button and a link that says 'Back to Playlist'.

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

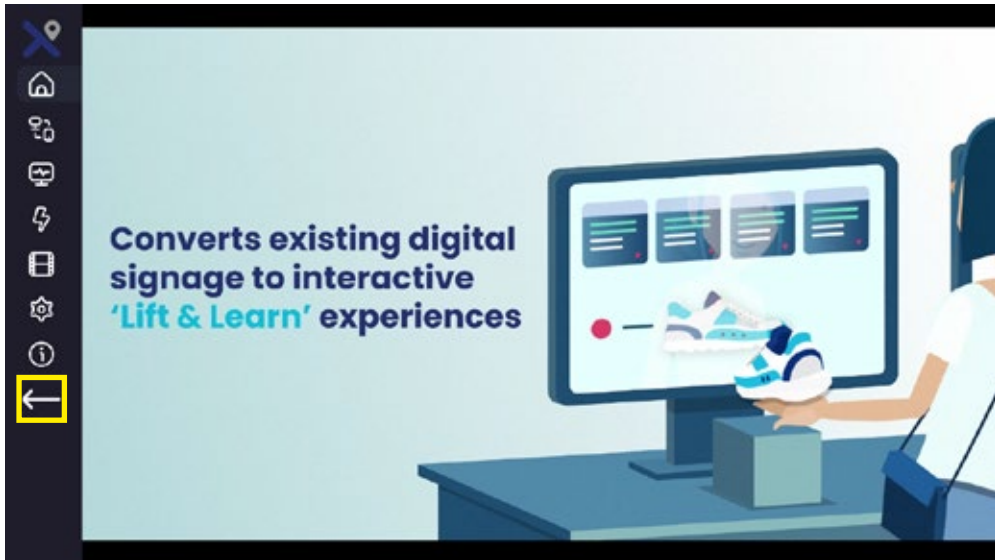
14. Click on the “Controllers” tab and open the “Controllers” page. Enter the 13-digit serial number on the back of your XT-Controller and give your Controller a name. Now, select your customer and location from the dropdown menu. Once complete, click “Register”.

15. 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”.

Controllers Register New Controller						
View Details						
Serial Number	Name	Customer	Location	Playlist	License	
XT61000001127	Controller 1127	Internal - Demo	UK		Download	Edit Details Delete

16. Click on the “Downloads” tab and click on the blue cloud icon for the “Lift & Learn Web” app for Android to download the app. Then install the app on the media player.

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.



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 Website – <https://xtagiftlearn.com>

User Dashboard – <https://dashboard.xtagiftlearn.com>

Support – support@xtagiftlearn.com