



Device Alive for BlackBerry Pearl 3G 9100

OVERVIEW

With the launch of the new **BlackBerry Pearl 3G**, RSM's are expected to ensure that Device Alive is installed on every representation of the device in store.

To ensure your location is merchandised correctly, it is critical that you follow all directions found within iPOG (**Manager Resources > Device Alive Information & Instructions**). In addition, please review the important notes below:

TO DISPLAY THE NEW DEVICE ALIVE 3.0 FUNCTIONALITY ON EXPERIENCE TABLES AND/OR SMARTPHONE WALL PANELS:

- Installing Device Alive will only takes a few minutes per device. Please follow the setup process outlined below for all BlackBerry Pearl phones on display in your store/kiosk.

Device Alive 3.0 will be available for install on October 17th, 2010.

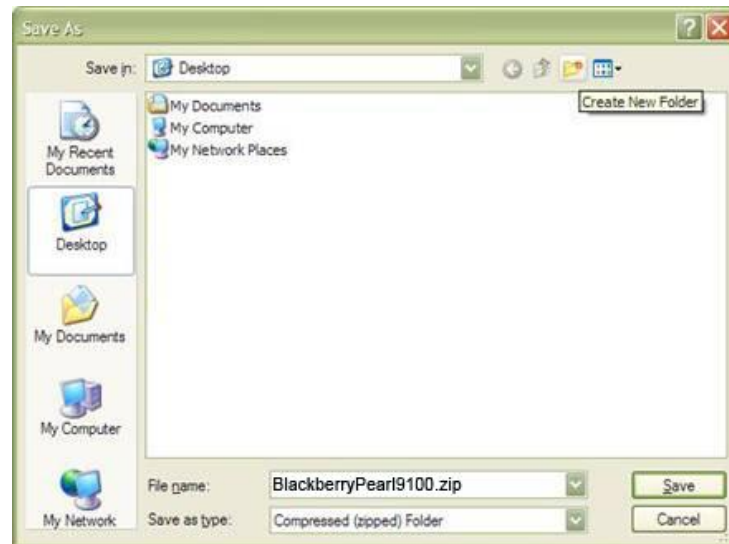
The files noted below **WILL NOT** be available prior to that date.

Setup Instructions (*please print to have with you during setup*)

Before you start:

1. *If this is a new phone out of the box, please complete the phone setup process first and set the phone down for at least 20 minutes to allow it to completely configure itself before installing Device Alive.*
2. Make sure that the display plaque is prepared with constant power as **Device Alive** runs constantly & will deplete a battery in approximately 3.5 hours if not powered.
3. Secure the MicroSD card that came with the device and adapter to access the MicroSD card from to a computer with internet access in the back room of the store.
 - The device came with a MicroSD card. Please use this card to load Device Alive
4. Download the **BlackBerryPearl9100.zip** file from <http://e.da-f.us/9100/BlackBerryPearl9100.zip> to a new directory on the desktop of the PC.
 - a. Right Click on the above link to download the file
 - b. Select the **Save Target As** option
 - c. In the **Save As** menu, choose **Desktop** then choose **Create New Folder** and name it **BlackBerryPearl9100**
 - d. Select **Save** to download the file into the new folder

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5. Once the file download is complete, open the new folder on the Desktop where you downloaded the file
6. Right-click on the **BlackBerryPearl9100.zip** file and select **Extract all** then select **Next** in the wizard. If not displayed by default, select **Browse** option to unzip the file into the newly created **BlackBerryPearl9100** folder on the desktop. Select **Next** to extract.



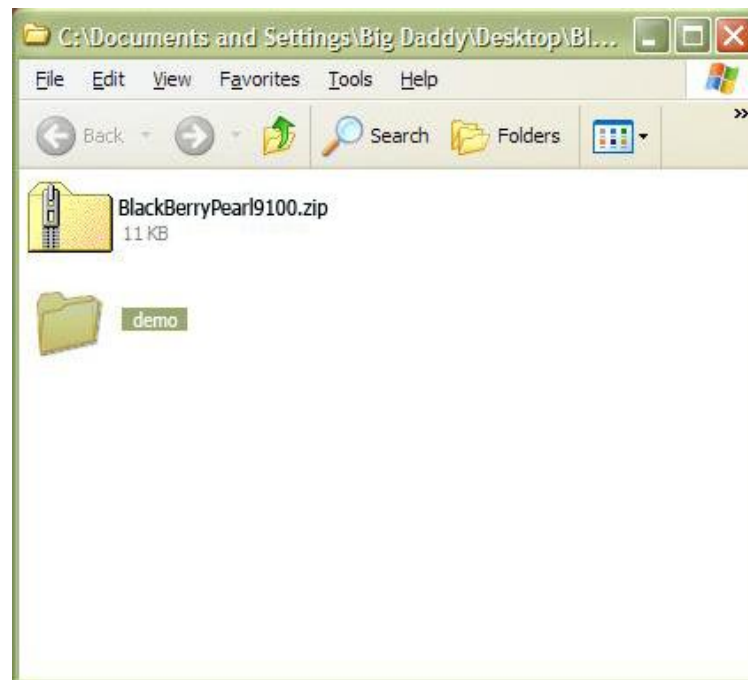


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7. Once unzipped, insert the microSD card into the PC card reader:
 - a. If a window pops-up, select the **Open to View** Files option
 - b. If there is no pop-up, use Explorer to manually navigate to the card and open it
 - c. Delete any files on the SD card



8. Copy the entire unzipped '**demo**' folder onto the SD card (the card will not store all the files at the root level, they need to be contained in the folder)



9. Remove the back of the phone and insert the SD card (**there is no need to remove the battery, the slot is available without doing so**). BE SURE TO ALIGN THE CARD WITH THE INDICATOR ON THE PHONE AND TO FULLY INSERT THE CARD.

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10. On the **BlackBerry Pearl 3G 9100**, navigate to the installer file:
 - a. Swipe to the right to the **MEDIA** panel. Press the **BlackBerry** button (next to the green call button), then tap **Explore**
 - b. Select the **Media Card** and open the **demo** folder that you copied to the card
 - c. Scroll down the page of files to locate the file **Device_Alive.jad** & select the **Device_Alive.jad** file to begin the install.
 - d. Select the **Download** option (ignore the **Set Application Permissions** option)
 - e. At the **Application Permissions** screen, select **YES** to grant trusted application status
 - f. The install process can take several minutes to complete. The progress bar will reach the end, but it may still take several minutes until all files are copied and internal install processes are completed. Please be patient and wait for the confirmation of the completed install. If the backlight goes off, press the back key or spacebar to turn it back on & check the status of the download.
 - g. When the install is complete, the Device Alive will start and a second **Application Permissions** prompt for the security timer will appear. Be sure to select the **'Don't Ask Again'** check box option before selecting the **Allow** button.
 - h. Upon completion of the install process, the Device Alive application will start.
 - i. Select 'Exit Demo' to put the application in the background
11. **IMPORTANT:** Be sure to power cycle the phone by removing the battery immediately after install (important to fully shut down the phone rather than do the partial shut off by pressing the red button) and the **Device Alive** application will start automatically when the phone boots up after about 1-2 minutes.
12. Remove the microSD card from the device and repeat **this process for all other BlackBerry Pearl 3G 9100** devices in your store.
13. Store Memory Card in a safe place to use for future Device Alive launches

Per the normal store closing procedures, it is vital to turn off the BlackBerry phones each night at the close of business. Constantly running the devices 24 hours a day can lead to lock-up issues as the phone OS needs the periodic reset to clear and reset its memory management.

FREQUENTLY ASKED QUESTIONS:

Q: How do I stop the program from running?

A: The Device Alive application is designed to run continuously, so there is no way to disable the program.

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Q: How do I restart/repair a phone that is experiencing issues?



A: Power cycling the phone will automatically restart Device Alive when the phone re-starts

Q: How do I reset the device?

A: Power cycling the phone by holding down the red power button, or by pulling the battery will restart the device. **Device Alive** will start automatically after about 45 seconds after the full boot up cycle.

Q: The backlight is off and the screen is dark?

A: If a user selects Exit Demo and goes out to the phone OS, the backlight can go off while in this mode. Device Alive will automatically resume after a 2 minute delay & will turn the screen back on.

Q: How do I uninstall the Device Alive application?

A: Select **Exit Demo** option from the Device Alive main menu, swipe to the **Download** panel, press and hold the Device Alive icon and select Delete. The phone will be rebooted as part of the delete process.

Q: An *Application Permissions* prompt continually appears indicating 'The application Device alive is attempting to reset the security timer'. How do I stop it from appearing?

A: First check the '**Don't ask again**' option, then select **Allow** and the prompt should stop appearing.

Q: How do I perform a factory reset on the device?

A: Select **Exit Demo** option from the Device Alive main menu, in the BlackBerry OS press the **All** option in the UI, then select **Options** (not setup) and scroll down and select **Security**, then select **Security Wipe**. **Be sure to check the *User Installed Applications* option before proceeding.** Enter the word *blackberry* in the space provided and then select **Wipe** to proceed.

Additional FAQs & Troubleshooting will be posted to the Device Alive folder inside the Resources section of iPOG.

KEY SELLING POINTS / AT&T ADVANTAGES:

Device Alive supports the Extraordinary Customer Experience as it provides a compelling initial display, informative features list and engaging video tour. No other wireless retailer has this engaging customer-facing tool.

CRITICAL MUST KNOW'S / DO'S:

The installation and use of Device Alive is a required part of our Retail Merchandising plan; therefore, it is not optional. Device Alive must be installed per the instructions above on October 17th, 2010.

The Device Alive program self-reports installation as well as each phone's IMEI that it is installed on. Reports are generated at the store level and are matched up against your stores COU Demo Device Tracker log within the COU database. Please be sure to install Device Alive on ALL merchandised BlackBerry Pearl 3G's in your location.