Ops Brief

# Device Alive for Windows Phone 7

- **Samsung Focus**
- **HTC Surround**
- **LG Quantum**

## OVERVIEW – A World Class Shopping Experience

We are launching the three Windows Phone 7 devices supported by an exceptional in-store demo device experience for customers.

In support of the in-store demo experience for the 3 Windows Phone devices, AT&T and Microsoft worked extensively to enable a best-in-class in-store demo of the phones in our retail locations.

**AT&T Device Alive:** Each demo phone should be loaded with Device Alive. This version of the Device Alive application supports the Windows Phone 7 look & feel complete with panoramic menus.

- There is a silent 20-second **Attract Loop** that touts the benefits of Windows Phone 7. Touching the screen interrupts the loop and delivers the customer to a screen where they can touch to select topical videos
- Available **Videos** cover the specific phone hardware (different versions for each phone), Windows Phone 7, Entertainment, Social Networking, Productivity or AT&T Advantages
- A swipe to the right to read a **list of features** specific to that phone or exit Device Alive to explore the phone.

**Populated Content:** When either sellers or customers choose to explore the phone, they will see pre-populated content in the device… calendar appointments, contacts, email, media, etc… This enables the customer get a real life experience to see what the phone looks like in a normal use situation.

**Nightly "Clean-up" of phones:** In addition, the Focus, Surround and Quantum phones will perform a clean-up of the phone nightly. This will remove any content, photos and messages that may have been added during the day. The reset will also serve to remove any passwords that may have been added through the day.



**AT&T Proprietary (Internal Use Only)**
Not for use or disclosure outside the AT&T companies except under written agreement.
© 2010 AT&T Intellectual Property. All rights reserved. AT&T and the AT&T logo are trademarks of AT&T Intellectual Property.

## LOADING DEVICE ALIVE TO A WP7 PHONE

- The process for loading Device Alive is a bit different than we have used in the past. This is dictated by the tools & processes available to load an application of this size and provide some of the key capabilities of the nightly device clean-up.

**CAUTION:**

Setting up a Windows Phone 7 phone with the Device Alive application is NOT reversible! Once a phone is loaded with the Device Alive application, you cannot remove it. These phones will not be able to be sold to customers!

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

1. 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.

2. You will need the following:
    a. Your demo Windows Phone 7 device(s) powered to at least 50% of battery
    b. USB to micro USB cable that was included in the phone box
    c. Manager's laptop so you are able to load applications and drivers
    d. Internet access to download the files to that PC
    e. Basic undertanding of Microsoft Windows
    f. 20 minutes of time per phone for loading Device Alive to the phone (excluding the time to download the needed files to your PC)

There are specific instructions for each phone as the processes & tools differ by manufacturer and the Device Alive application is also built specifically with content for each phone.

**Pages #3 & #4 contain valuable tips and tricks that may be helpful if you encounter issues.**

## Samsung Focus

## HTC Surround

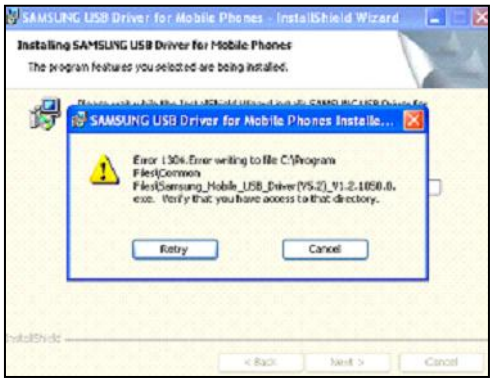
## LG Quantum



**AT&T Proprietary (Internal Use Only)**
Not for use or disclosure outside the AT&T companies except under written agreement.
© 2010 AT&T Intellectual Property. All rights reserved. AT&T and the AT&T logo are trademarks of AT&T Intellectual Property.

## Tips:

1. Have patience! At times the program may look like nothing is happening, please be patient.
2. Terminals that are used by sellers are not able to load these applications. You should be using the Manager (or Asst Mgr) laptop for this process.
3. Ensure the manager's laptop has administrator rights… if not, the process will fail in step #2 of each instructions. Step #2 is loading drivers (on Samsung & LG) or Active Sync 4.5 (on HTC). If you do not have Admin Rights, you will see the following error screen in step #2 of the instructions




Process for requesting Admin Rights from IT:

a. Employee submits a Elevated Local Rights Waiver – HERE
b. Select "Legacy Mobility Retail employees"
c. b. Select **I am submitting an INDIVIDUAL user waiver request** radial button ONLY and click Continue.
d. Complete the first two section of the request form. In final section **Details on Request / Justification** cut and paste the following text: ***"Admin rights required to install needed drivers for the setup of Device Alive on Windows Phone 7 phones per instructions."*** and click Submit Waiver.
e. When the waiver is submitted it will route to a group mailbox for review and approval/disapproval. The requestor will receive an email advising of status within 2-3 business days.
f. If elevated rights are approved, the will be applied remotely prior to sending the approval notification.

4. Verify the phone is set to upgrade mode (see step #3 of each set of instructions)
5. Ensure USB to Micro USB data cable was not plugged in securely
   a. Remove USB from PC, plug back in securely
   b. Remove micro USB cable from phone, plug back in securely
6. Data cable plugged via hub vs directly in to laptop
   a. Remove USB cable from hub
   b. Plug USB directly into available USB port of laptop
7. Need to wait a bit more time, sometimes it takes a few minutes for the port to be recognized.

## Specific Tips by Device:


AT&T Proprietary (Internal Use Only)
Not for use or disclosure outside the AT&T companies except under written agreement.
© 2010 AT&T Intellectual Property. All rights reserved. AT&T and the AT&T logo are trademarks of AT&T Intellectual Property.

**Samsung Focus**

After the steps have been followed and the phone is connected you either hear the connection tones (pc ding) or you don't. If you do hear ding, it shows the phone is being installed and finishes but the "Start" button notification does not indicate so, then there are few things to try:

1. Simply unplug the device while in download mode and wait for 3-5 seconds and plug it back in
2. If fix #1 doesn't work, follow these steps…
    a) Power cycle the phone and let it start up in normal mode
    b) Plug the device back in and let it install the drivers for normal use
    c) Once complete, power down the phone & restart the phone in download mode
    d) Plug the phone in and the "start" button indicate you can continue to install DA

**HTC Surround**

- Active Sync does not need to have a sync relationship before attempting the install of Retail Mode/Device Alive
- Some reports of needing to update the Active Sync progam, which can be loaded from Microsoft @ http://www.microsoft.com/downloads/en/details.aspx?FamilyID=9e641c34-6f7f-404d-a04b-dc09f8141141

**LG Quantum**

If all steps are followed prior to plugging in the phone the following issue has occurred… When the phone is plugged in while in the "Download mode" the install of the drivers seem to hang and nothing more happens.

Follow these steps to remedy…

1. From the PC go to Control panel> System> Hardware tab> Device Manger>
2. Locate the LG modem device (should have yellow triangle with and exclamation point on it)
3. Right click on the device and select "update driver"
4. Follow the prompts and it should find & finish the install of the drivers/device
5. Once this is done the device will be found when "select port" is selected within the LG DA program



**AT&T Proprietary (Internal Use Only)**
Not for use or disclosure outside the AT&T companies except under written agreement.
© 2010 AT&T Intellectual Property. All rights reserved. AT&T and the AT&T logo are trademarks of AT&T Intellectual Property.

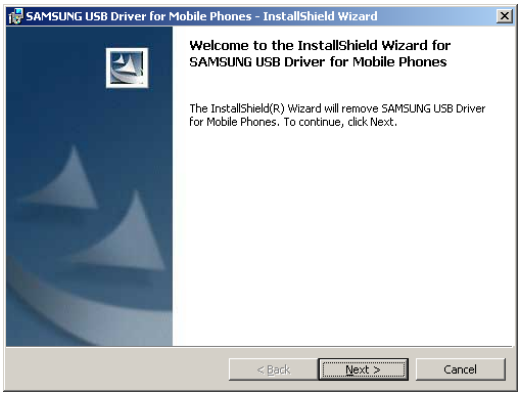
# Samsung Focus Loading Instructions

**Requirements:**

- Samsung Focus phone with minimum 50% battery charge
- USB to micro-USB cable from phone box
- PC with internet access & working knowledge of Microsoft Windows
- Approx 20 minutes of time to complete the process

1. Download the needed software to your PC desktop
    a. Download "**Samsung_Focus_COR_Phone_setup.zip**" from **http://e.da-f.us/Windows_Phone_7/Samsung_Focus**
        i. Right Click on the above links to download the file
        ii. Select the **Save Target As** option
        iii. In the **Save As** menu, choose **Desktop** then choose **Create New Folder** and name it **Samsung_Focus**
        iv. Select Save to download the file into the new folder
    b. Unzip the files
        i. Right-click on the **Samsung_Focus_COR_Phone_Setup.zip** file in the **Samsung_Focus** folder of your desktop 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 **Samsung_Focus** folder on the desktop. Select **Next** to extract all files to this folder.

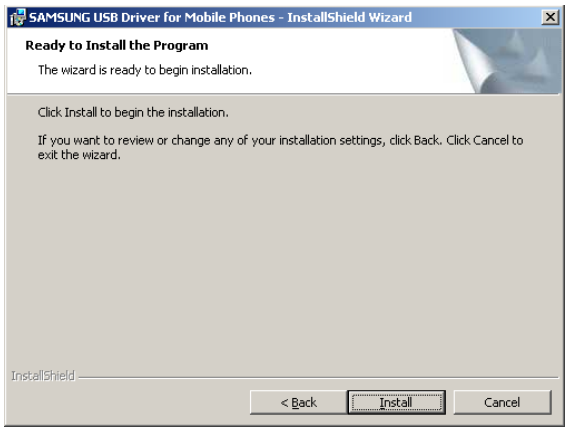
2. Install the needed drivers for your PC to connect & communicate with the Samsung Focus
    a. Click on the file **Samsung_MobileUSB_Drive.msi** located in the **Samsung_Focus** folder on your PC desktop. Follow the prompts as shown in the images below



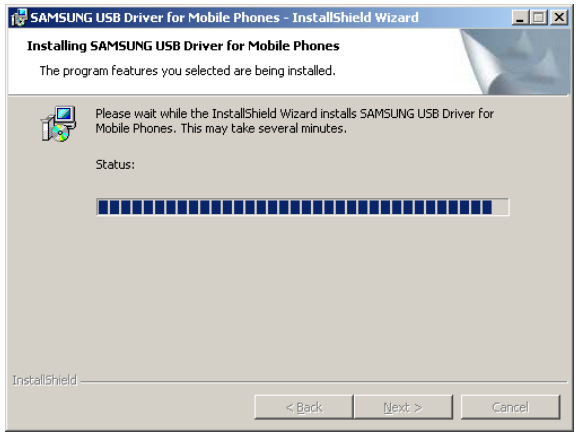

Choose "NEXT"



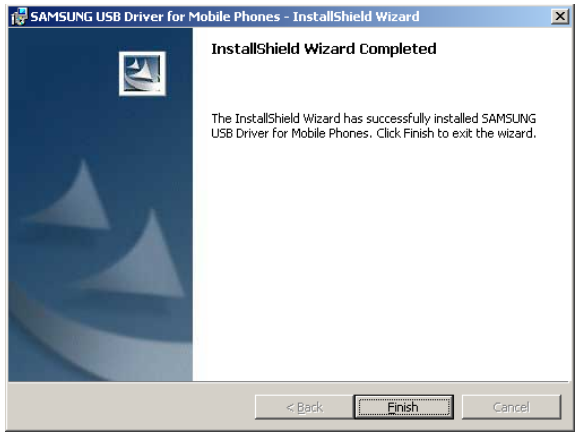
**AT&T Proprietary (Internal Use Only)**
Not for use or disclosure outside the AT&T companies except under written agreement.
© 2010 AT&T Intellectual Property. All rights reserved. AT&T and the AT&T logo are trademarks of AT&T Intellectual Property.

b. 

Choose “INSTALL”

c. 

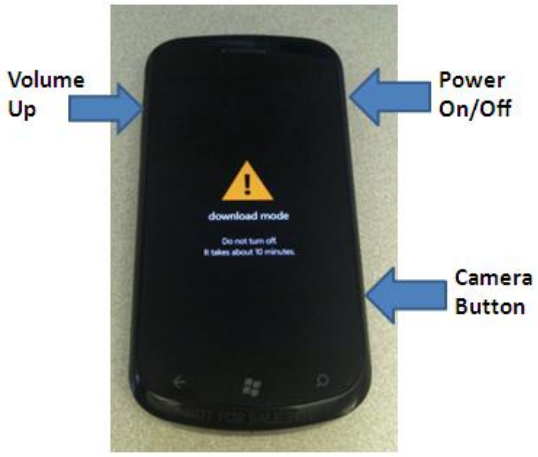
Progress bar example

d. 

Confirmation – choose “FINISH”

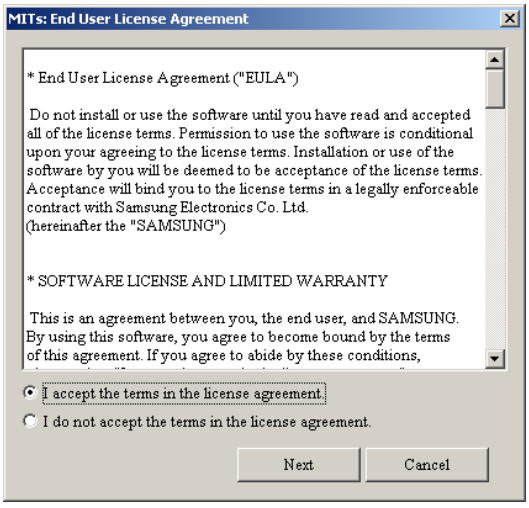

**AT&T Proprietary (Internal Use Only)**
Not for use or disclosure outside the AT&T companies except under written agreement.
© 2010 AT&T Intellectual Property. All rights reserved. AT&T and the AT&T logo are trademarks of AT&T Intellectual Property.

3. Place the Samsung Focus into upgrade mode:
    a. Power OFF device & wait 5 seconds before moving to next step
    b. Press and hold the <volume up> key, <camera> key then press the <power> key , holding until you see an orange triangle, shown below, then release.




    c. Connect the Samsung Focus to your PC via USB to micro-USB cable included in the box

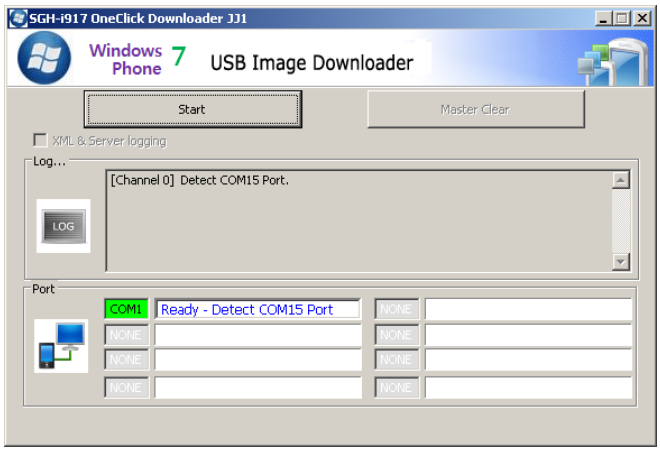
4. Execute the file "**Samsung_Focus_COR_Phone_Setup(V1).exe**" from the **Samsung Focus** folder on your PC desktop
    a. The program will walk you through the entire process. Images below show you the screens and selections you must choose.




    b. Choose "I accept…" and "NEXT"

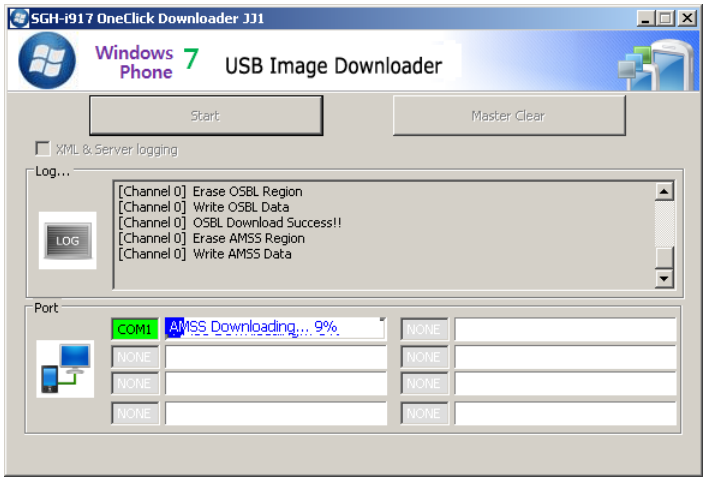

AT&T Proprietary (Internal Use Only)
Not for use or disclosure outside the AT&T companies except under written agreement.
© 2010 AT&T Intellectual Property. All rights reserved. AT&T and the AT&T logo are trademarks of AT&T Intellectual Property.

c. Unplug the USB cable and plug back in

d. 

Wait for the program to find the port on your PC (not necessarily COM1) and then click “Start”

e. Progress screen - phone

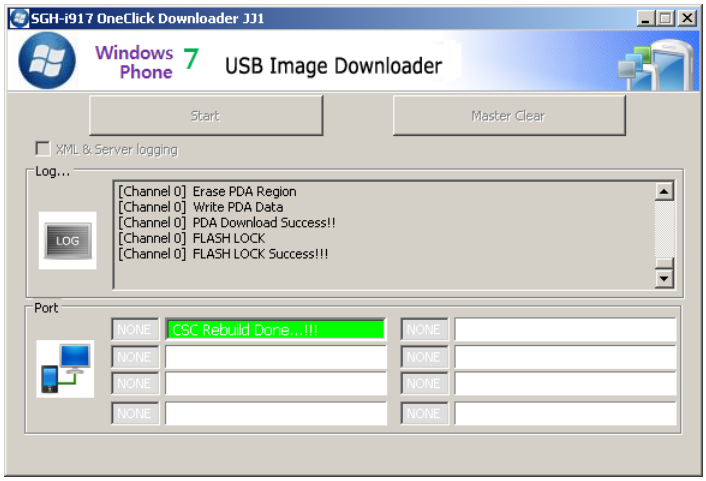
f. 

Progress screen – PC


**AT&T Proprietary (Internal Use Only)**
Not for use or disclosure outside the AT&T companies except under written agreement.
© 2010 AT&T Intellectual Property. All rights reserved. AT&T and the AT&T logo are trademarks of AT&T Intellectual Property.

g.

Progress screen - phone

h. 

Confirmation of completion on PC. Click "X" in upper right corner to close

5. SUCCESS!

   Your phone will re-boot and allow you to unplug USB cable and proceed to the normal phone setup process. It is a recommended to power-cycle the phone once all setup steps have been completed



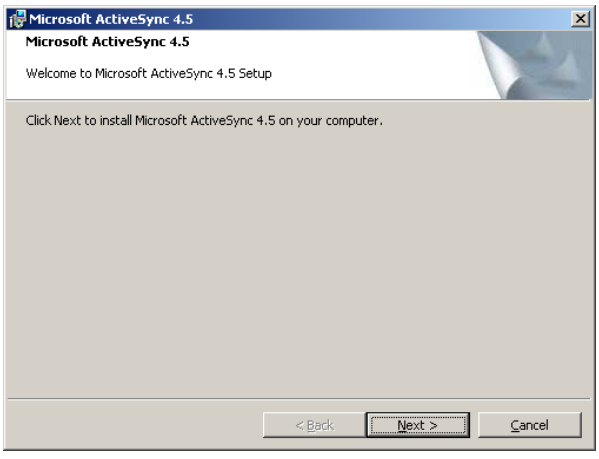
**AT&T Proprietary (Internal Use Only)**
Not for use or disclosure outside the AT&T companies except under written agreement.
© 2010 AT&T Intellectual Property. All rights reserved. AT&T and the AT&T logo are trademarks of AT&T Intellectual Property.

# HTC Surround Loading Instructions

**Requirements:**

- HTC Surround phone with minimum 50% battery charge
- USB to micro-USB cable from phone box
- PC with internet access & working knowledge of Microsoft Windows
- Approx 20 minutes of time to complete the process

1. Download the software to your PC desktop
    a. Download "**HTC_Surround_COR_Phone_Setup.zip**" from **http://e.da-f.us/Windows_Phone_7/HTC_Surround**
        i. Right Click on the above links to download the file
        ii. Select the **Save Target As** option
        iii. In the **Save As** menu, choose **Desktop** then choose **Create New Folder** and name it **HTC_Surround**
        iv. Select Save to download the file into the new folder
    b. Unzip the file
        i. Right-click on the **HTC_Surround_COR_Phone_Setup.zip** file in the **HTC_Surround** folder of your desktop 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 **HTC_Surround** folder on the desktop. Select **Next** to extract.

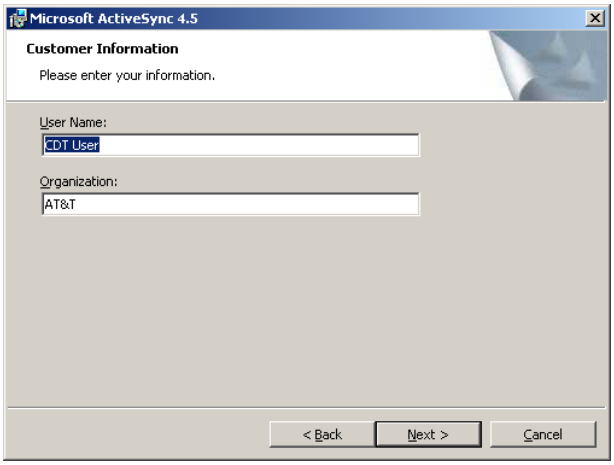
2. Install Microsoft ActiveSync
    a. Open the **HTC _Surround** folder on your desktop & double-click "**ActiveSync_setup.msi**"
    b. 

Click "Next"

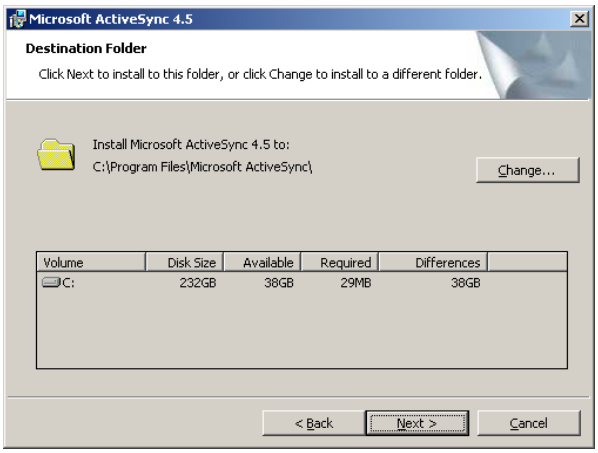

AT&T Proprietary (Internal Use Only)
Not for use or disclosure outside the AT&T companies except under written agreement.
© 2010 AT&T Intellectual Property. All rights reserved. AT&T and the AT&T logo are trademarks of AT&T Intellectual Property.

c.

Accept the licensing agreement and click “Next”

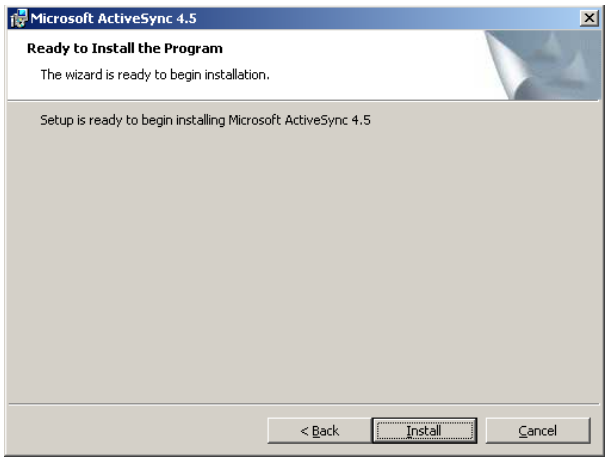
d. 

Click “Nect” to accept the info as populated

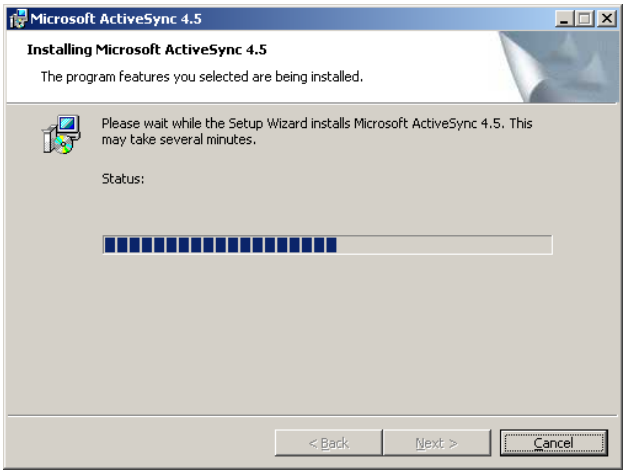
e. 

Click “Next’ to accept the default installation

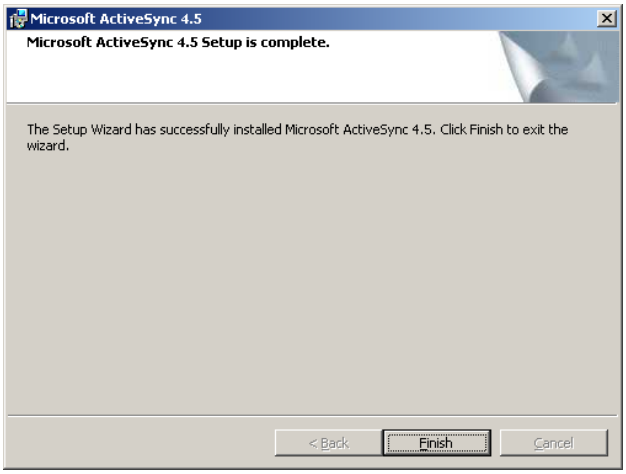

AT&T Proprietary (Internal Use Only)
Not for use or disclosure outside the AT&T companies except under written agreement.
© 2010 AT&T Intellectual Property. All rights reserved. AT&T and the AT&T logo are trademarks of AT&T Intellectual Property.

f. 

Click “Install”

g. 

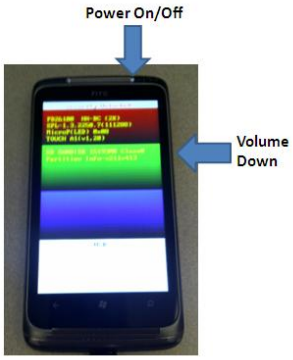
Progress bar

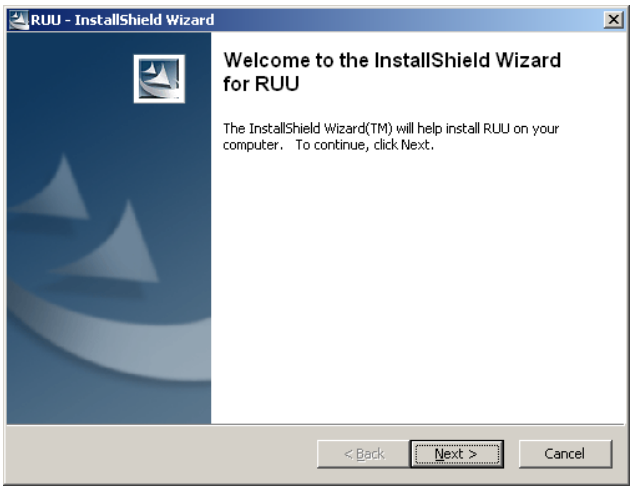
h. 

Confirm “Finish” to complete


AT&T Proprietary (Internal Use Only)
Not for use or disclosure outside the AT&T companies except under written agreement.
© 2010 AT&T Intellectual Property. All rights reserved. AT&T and the AT&T logo are trademarks of AT&T Intellectual Property.

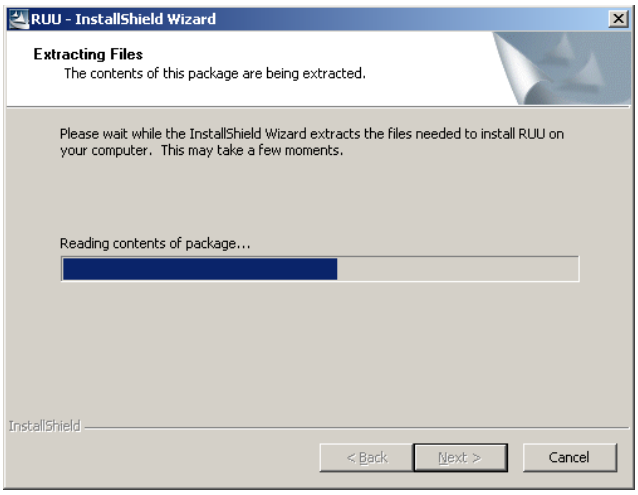
3. Run the Place the HTC Surround in upgrade mode:
   a. Power OFF device & wait 5 seconds before moving to next step
   b. Press and hold the <down volume> key, then press the <power> key , holding until red, green, blue, and white screen (as shown below), then release.



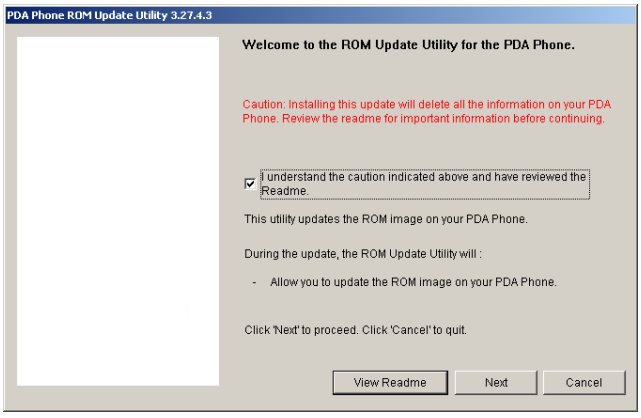

4. Connect the HTC Surround to your PC via USB to micro-USB cable included in the box
5. Execute "**HTC_Surround_COR_Phone_Setup(v1).exe**" from the **HTC_Surround** folder on your PC desktop
6. The program will walk you through the entire process. Images below show you the screens and selections you must choose
   a. 

Choose "NEXT"

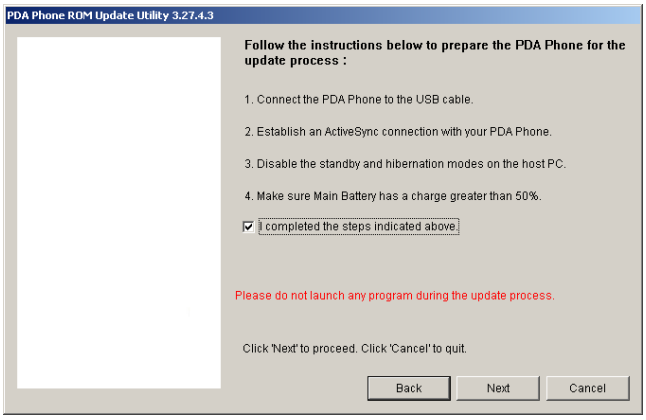

**AT&T Proprietary (Internal Use Only)**
Not for use or disclosure outside the AT&T companies except under written agreement.
© 2010 AT&T Intellectual Property. All rights reserved. AT&T and the AT&T logo are trademarks of AT&T Intellectual Property.

b. 

Bar will show progress

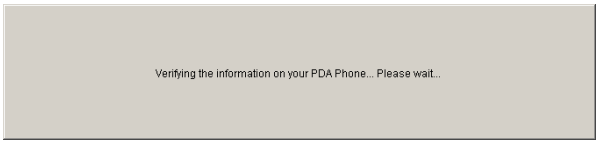
c. 

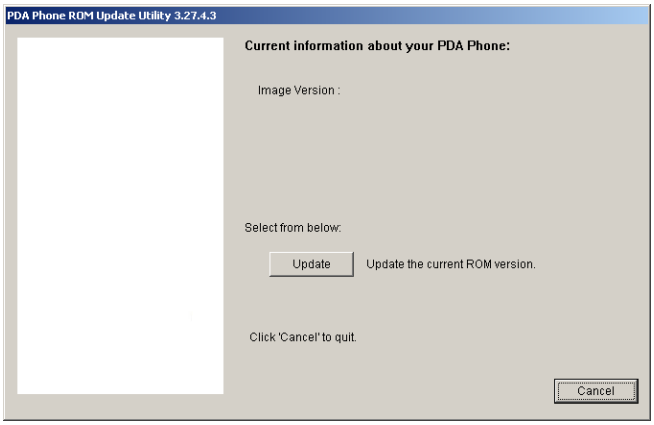
Check box & choose “NEXT”

d. 

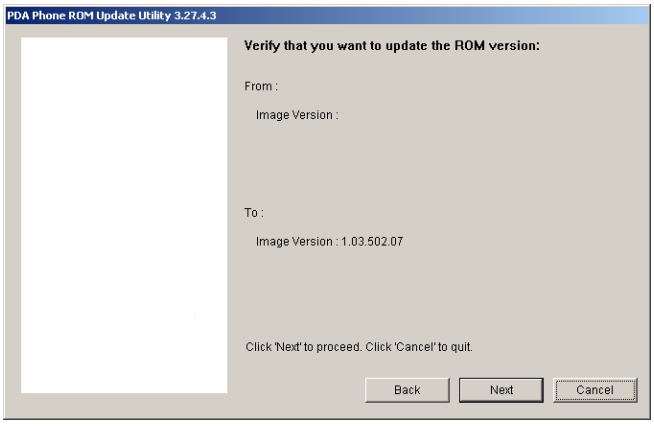
Check box & choose “NEXT”, note that there IS NOT a requirement to establish an Active Sync session.


AT&T Proprietary (Internal Use Only)
Not for use or disclosure outside the AT&T companies except under written agreement.
© 2010 AT&T Intellectual Property. All rights reserved. AT&T and the AT&T logo are trademarks of AT&T Intellectual Property.

e. 

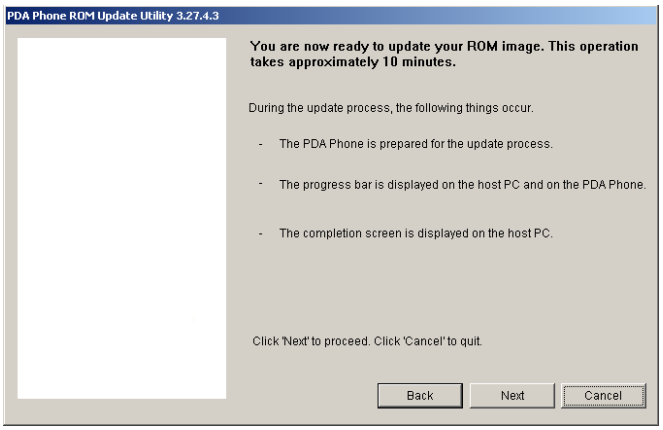

f. 

Choose “UPDATE”

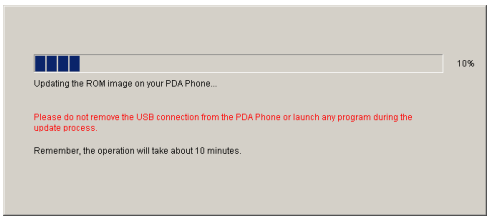
g. 

Choose “NEXT”

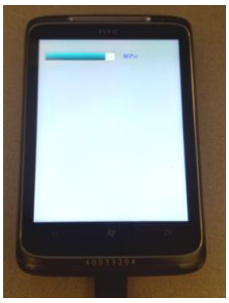

**AT&T Proprietary (Internal Use Only)**
Not for use or disclosure outside the AT&T companies except under written agreement.
© 2010 AT&T Intellectual Property. All rights reserved. AT&T and the AT&T logo are trademarks of AT&T Intellectual Property.

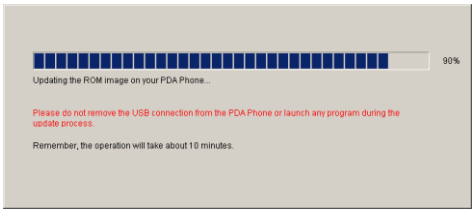
h. 

Choose “NEXT”

i. 

Progress bar (PC)

j. 
Phone progress bar

k. 

PC progress bar


**AT&T Proprietary (Internal Use Only)**
Not for use or disclosure outside the AT&T companies except under written agreement.
© 2010 AT&T Intellectual Property. All rights reserved. AT&T and the AT&T logo are trademarks of AT&T Intellectual Property.

l.

PC confirmation of completion

7. SUCCESS!

   Your phone will re-boot and extract some of the needed files for demo use. As part of this process it will automatically reboot. **Please allow the phone to rest idle for up to 10 minutes to complete this process. You will know when it has completed as the 20-second Attract Loop will begin automatic playback.**

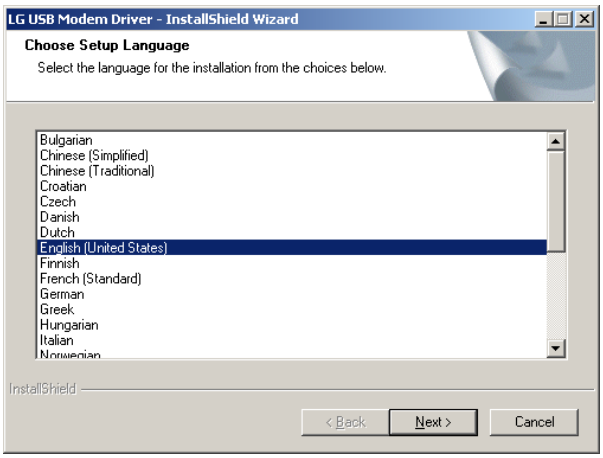

**AT&T Proprietary (Internal Use Only)**
Not for use or disclosure outside the AT&T companies except under written agreement.
© 2010 AT&T Intellectual Property. All rights reserved. AT&T and the AT&T logo are trademarks of AT&T Intellectual Property.

# LG Quantum Loading Instructions

**Requirements:**

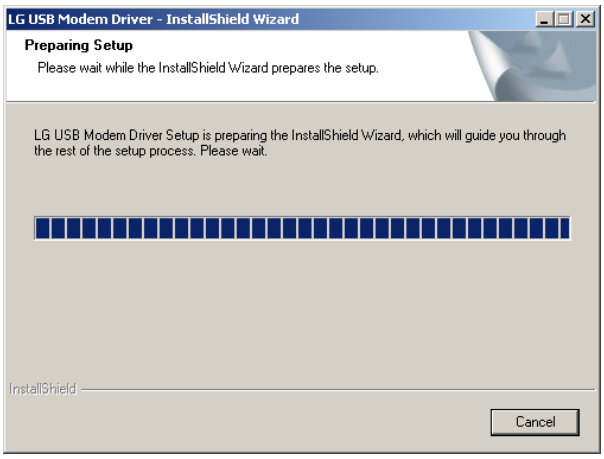
- LG Quantum phone with minimum 50% battery charge
- USB to micro-USB cable from phone box
- PC with internet access & working knowledge of Microsoft Windows
- Approx 20 minutes of time to complete the process per phone

1. Download the needed software to your PC desktop
   a. Download "**LG_Quantum_COR_Phone_setup.zip**" from the **http://e.da-f.us/Windows_Phone_7/LG_Quantum**
      i. Right Click on the above links to download the file
      ii. Select the **Save Target As** option
      iii. In the **Save As** menu, choose **Desktop** then choose **Create New Folder** and name it **LG_Quantum**
      iv. Select Save to download the file into the new folder
   b. Unzip the file
      i. Right-click on the **LG_Quantum_COR_Phone_Setup.zip** file in the **LG_Quantum** folder of your desktop 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 **LG_Quantum** folder on the desktop. Select **Next** to extract.

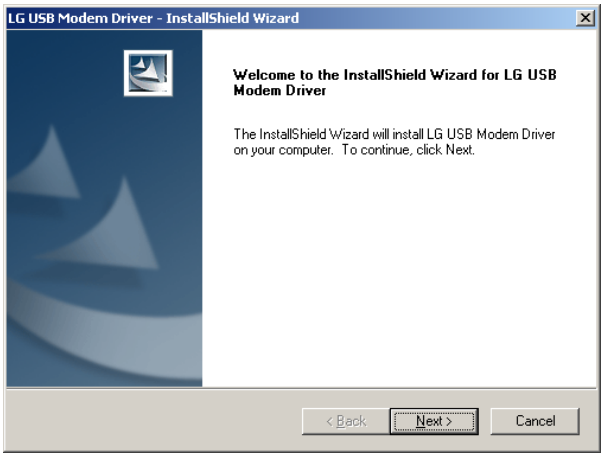
2. Install the needed drivers for your PC to connect & communicate with the LG Quantum
   a. Click on the file **LG_USB_ModemDriver.exe** located in the **LG_Quantum** folder on your PC desktop. Follow the prompts as shown in the images below
   b. 

Choose English & click "NEXT"

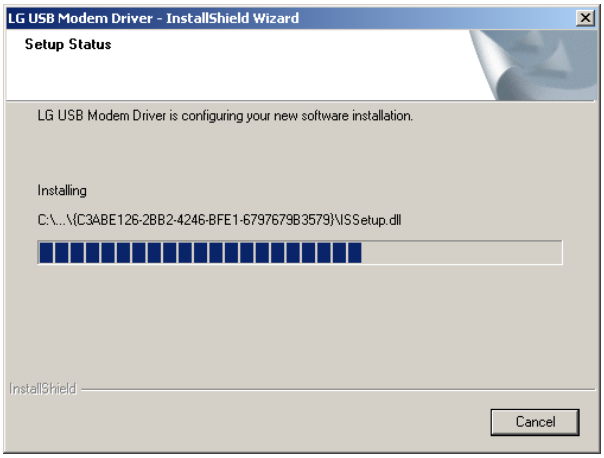

AT&T Proprietary (Internal Use Only)
Not for use or disclosure outside the AT&T companies except under written agreement.
© 2010 AT&T Intellectual Property. All rights reserved. AT&T and the AT&T logo are trademarks of AT&T Intellectual Property.

c. 

Progress screen example

d. 

Choose “NEXT”

e. 

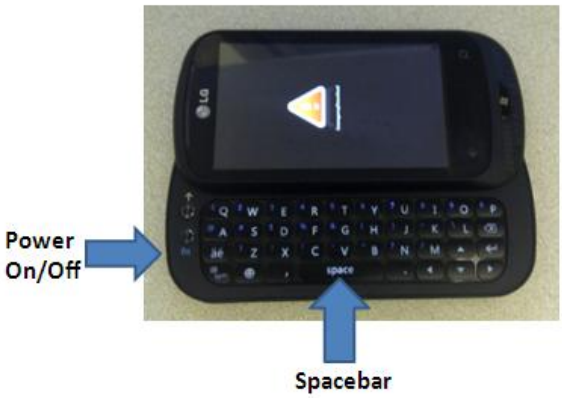
Progress bar example


AT&T Proprietary (Internal Use Only)
Not for use or disclosure outside the AT&T companies except under written agreement.
© 2010 AT&T Intellectual Property. All rights reserved. AT&T and the AT&T logo are trademarks of AT&T Intellectual Property.

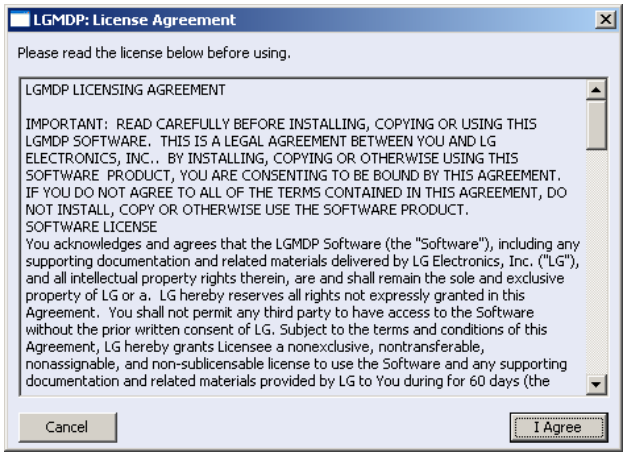
f.

Confirmation screen, click “OK”

3. Place the LG Quantum into upgrade mode:
    a. Power OFF device & wait 5 seconds before moving to next step
    b. Press and hold the <spacebar> key, then press the <power> key , holding until you see an orange triangle, shown below, then release.

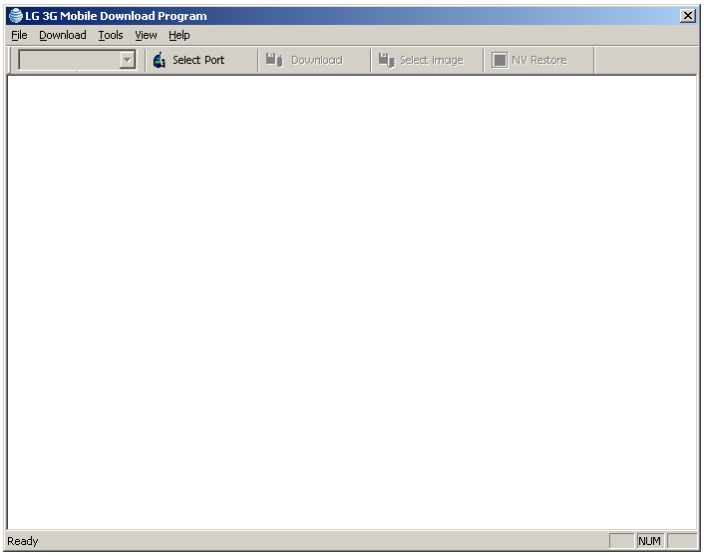



4. Connect the LG Quantum to your PC via USB to micro-USB cable included in the box
5. Execute the file “**LG_Quantum_Device_Alive_Loading_App.exe**” from the **LG_Quantum** folder on your PC desktop
6. The program will walk you through the entire process. Images below show you the screens and selections you must choose

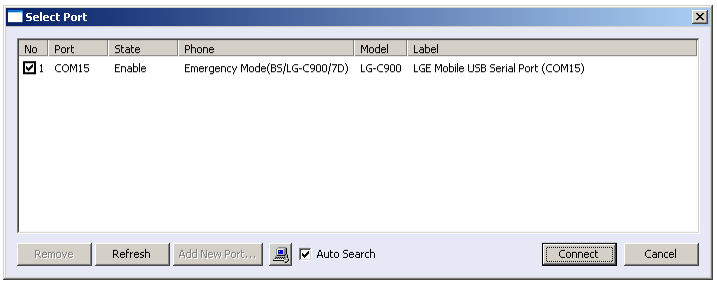
a. 

Choose “I AGREE”

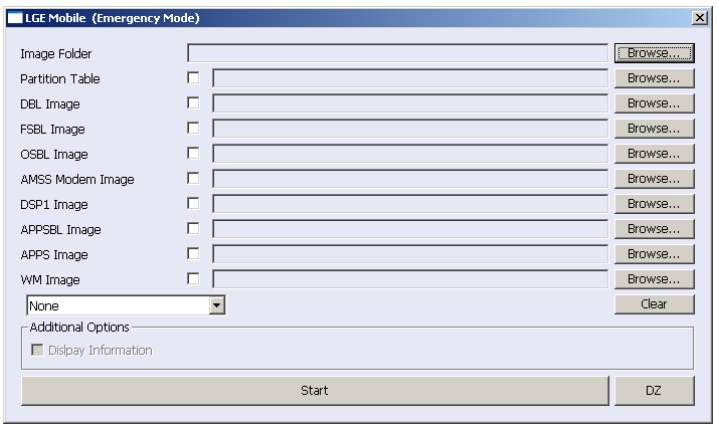

AT&T Proprietary (Internal Use Only)
Not for use or disclosure outside the AT&T companies except under written agreement.
© 2010 AT&T Intellectual Property. All rights reserved. AT&T and the AT&T logo are trademarks of AT&T Intellectual Property.

b. 

Choose “Select Port”

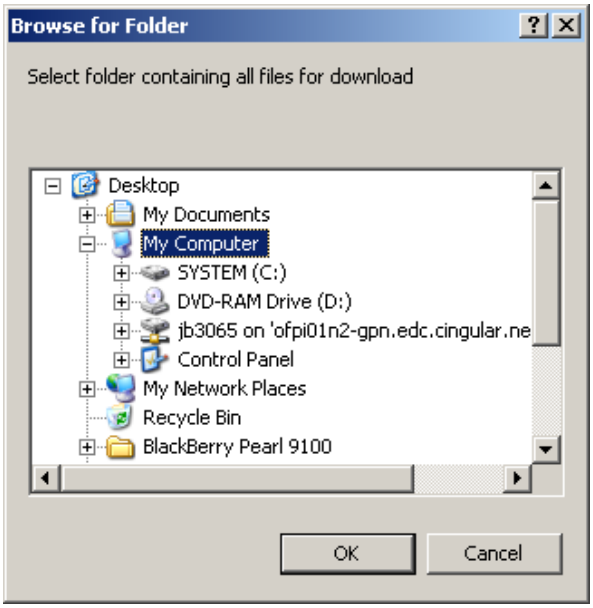
c. 

Wait for the program to find the port and choose “Connect”

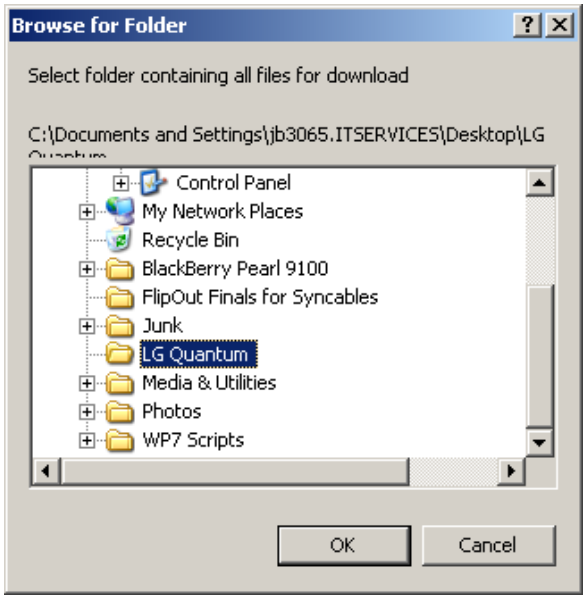
d. 

Click “Browse” at the top of the right side


AT&T Proprietary (Internal Use Only)
Not for use or disclosure outside the AT&T companies except under written agreement.
© 2010 AT&T Intellectual Property. All rights reserved. AT&T and the AT&T logo are trademarks of AT&T Intellectual Property.

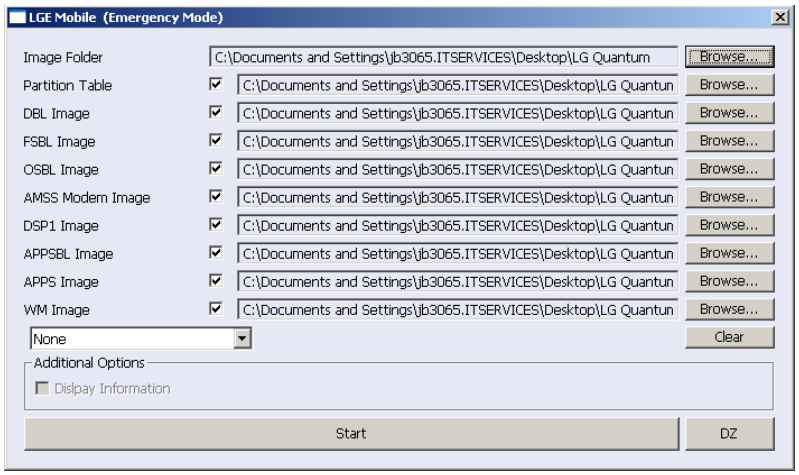
e. 

Locate the "LG_Quantum" folder on your desktop

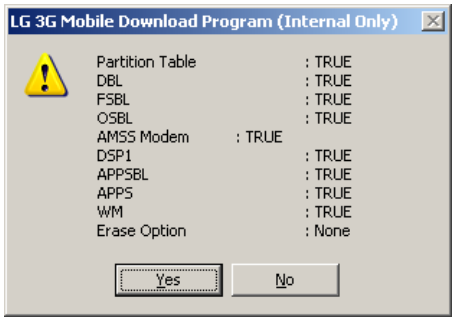
f. 

Highlight the LG_Quantum folder & choose "OK"

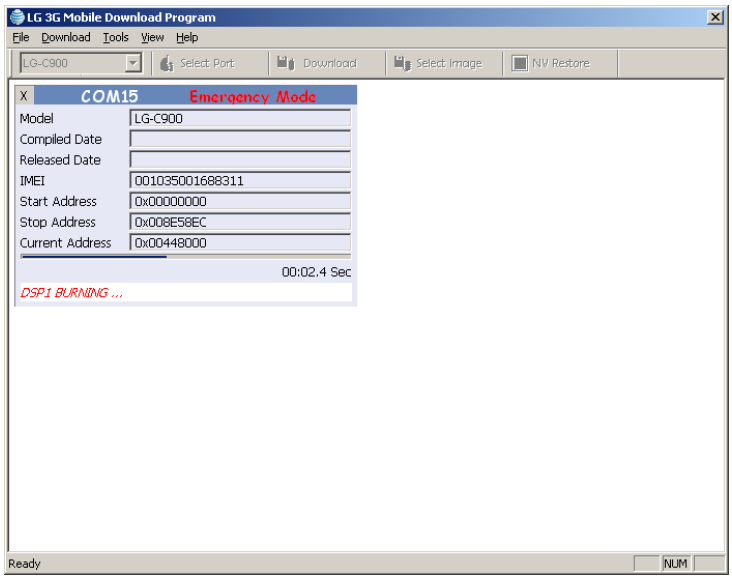

AT&T Proprietary (Internal Use Only)
Not for use or disclosure outside the AT&T companies except under written agreement.
© 2010 AT&T Intellectual Property. All rights reserved. AT&T and the AT&T logo are trademarks of AT&T Intellectual Property.

g. 

The files will all 'auto-populate'

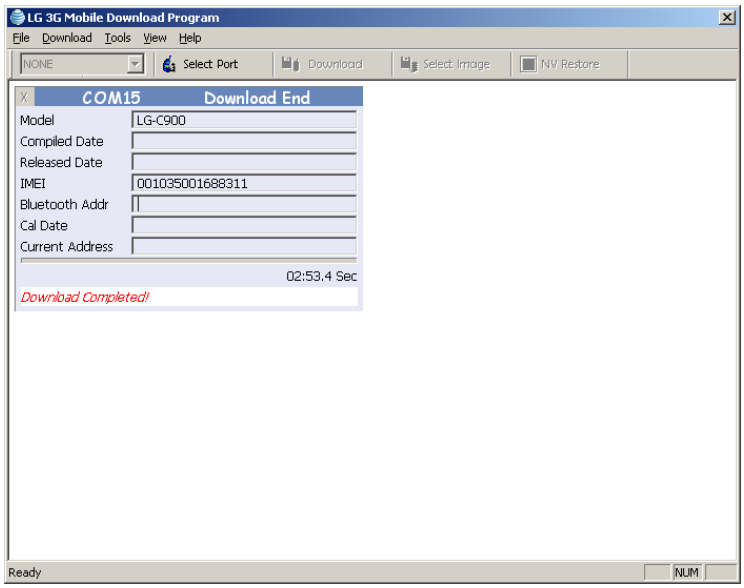
h. 

Choose "Yes"

i. 

Progress bar (PC)


**AT&T Proprietary (Internal Use Only)**
Not for use or disclosure outside the AT&T companies except under written agreement.
© 2010 AT&T Intellectual Property. All rights reserved. AT&T and the AT&T logo are trademarks of AT&T Intellectual Property.

j. 

PC confirmation of loading "Download Completed!"

7. SUCCESS!
   Your phone will re-boot and allow you to go through the normal phone setup process.
   It is recommended to power-cycle the phone once all setup steps have been performed.


**AT&T Proprietary (Internal Use Only)**
Not for use or disclosure outside the AT&T companies except under written agreement.
© 2010 AT&T Intellectual Property. All rights reserved. AT&T and the AT&T logo are trademarks of AT&T Intellectual Property.