

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 prepopulated 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.



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:

Ops Brief

- 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





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

Error 1306.Error writing to Ille C'(Avogram
 PleiBerung Holds 158, Dever(VS.2), 91.2.1050.0. exc. Ver/y that you have access to that declory. Ratry Cancel

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 <u>Details on Request / Justification</u> 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:





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 @ <u>http://www.microsoft.com/downloads/en/details.aspx?FamilyID=9e641c34-6f7f-404d-a04bdc09f8141141</u>

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



Samsung Focus Loading Instructions

Requirements:

Ops Brief

- 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
 - 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







- 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.

ITs: End User License Agreement	x	
* End User License Agreement ("EULA")	-	
Do not install or use the software until you have read and accepted		
all of the license terms. Permission to use the software is conditional		
software by your will be deemed to be acceptance of the license terms.		
Acceptance will bind you to the license terms in a legally enforceable		
contract with Samsung Electronics Co. Ltd.		
(herematter the "SAMSUNG")		
* SOFTWARE LICENSE AND LIMITED WARRANTY		
This is an agreement between you, the end user, and SAMSUNG.		
by using this software, you agree to become bound by the terms of this agreement. If you agree to abide by these conditions		
	-	
I accept the terms in the license agreement.		
🔿 I do not accept the terms in the license agreement.		
	1	
Next Cancel		
		Choose "I accept" and "NE

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c. Unplug the USB cable and plug back in



Wait for the program to find the port on

your PC (not necessarily COM1) and then click "Start"



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d.

Progress screen - phone

SGH-i917 On	eClick Downloader JJ1 indows 7 USB Image Dov Phone	wnloader		
	Start	Master Clear		
XML & Ser	ver logging			
	[Channel 0] Erase OSBL Region [Channel 0] Write OSBL Data [Channel 0] OSBL Download Success!! [Channel 0] Erase AMSS Region [Channel 0] Write AMSS Data			
Port	COMI AMSS Downloading 9%	NONE		
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			Pro	gress screen –

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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





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
 - 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"

🖶 Microsoft ActiveSync 4.5	×
Microsoft ActiveSync 4.5	
Welcome to Microsoft ActiveSync 4.5 Setup	
Click Next to install Microsoft ActiveSync 4.5 on your computer.	
< <u>B</u> ack Next	<u>></u> <u>Cancel</u>
	Click "Next

b





Accept the licensing agreement and click "Next"

🙀 Microsoft ActiveSync 4.5	×	
Customer Information Please enter your information.		
User Name: CDT User		
Organization: AT&T	_	
< Back	Next > Cancel	Click "Nect" to accept the info as populated

< Back

<u>N</u>ext >

Cancel

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- 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







Files tents of this package are being extra	cted.		4			
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contents of package			-			
	< <u>B</u> ack <u>N</u> ext	: > Can	cel	Bar will s	how progres	S



Check box & choose "NEXT", note that there IS NOT a

requirement to establish an Active Sync session.

v completed the steps indicated above.

Click 'Next' to proceed. Click 'Cancel' to quit.

Please do not launch any program during the update process.

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Next Cancel







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.



LG Quantum Loading Instructions

Requirements:

Ops Brief

- 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
 - 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

Select the language for th	ne installation from	the choices below	. \	0
Bulgarian Chinese (Cimelified)				
Chinese (Simplified) Chinese (Traditional)				
Croatian				
Danish				
Dutch English (United States)				_
Finnish				
French (Standard)				
Greek				
Hungarian				
Norwegian				-
InstallShield				

Choose English & click "NEXT"



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- 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

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Choose "I AGREE"

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		NU Rectore		
	Selecc intuge	IN TREASURE		
у			NUM	Choose "Select Port"

I	Sele	ct Port				
	No	Port	State	Phone	Model	Label
	1	COM15	Enable	Emergency Mode(BS/LG-C900/7D)	LG-C900	LGE Mobile USB Serial Port (COM15)

Connect Cancel Wait for the program to find the port

and choose "Connect"

Remove Refresh Add New Port... 🖳 🔽 Auto Search

Image Folder		Browse
Partition Table		Browse
DBL Image		Browse
FSBL Image		Browse
OSBL Image		Browse
AMSS Modern Image		Browse
DSP1 Image		Browse
APPSBL Image		Browse
APPS Image		Browse
WM Image		Browse
None	-	Clear
Additional Options		
📕 Dislpay Information		
	Start	DZ

"Browse" at the top of the right

side

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Locate the "LG_Quantum" folder on your

desktop

e.



Highlight the LG_Quantum folder & choose "OK"





LGE Mobile (Emergency	Mode)		
Image Folder	C	\Documents and Settings\jb3065.ITSERVICES\Desktop\LG Quantum	Browse
Partition Table	☑	C:\Documents and Settings\jb3065.ITSERVICES\Desktop\LG Quantun	Browse
DBL Image	☑	C:\Documents and Settings\jb3065.ITSERVICES\Desktop\LG Quantun	Browse
FSBL Image	☑	C:\Documents and Settings\jb3065.ITSERVICES\Desktop\LG Quantun	Browse
OSBL Image		C:\Documents and Settings\jb3065.ITSERVICES\Desktop\LG Quantun	Browse
AMSS Modern Image	V	C:\Documents and Settings\jb3065.ITSERVICES\Desktop\LG Quantun	Browse
DSP1 Image	•	C:\Documents and Settings\jb3065.ITSERVICES\Desktop\LG Quantun	Browse
APPSBL Image	•	C:\Documents and Settings\jb3065.ITSERVICES\Desktop\LG Quantun	Browse
APPS Image	•	C:\Documents and Settings\jb3065.ITSERVICES\Desktop\LG Quantun	Browse
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5 3G Mobile Dow	vnload Progra	m (Internal Only) 🔀
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h.

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Start Address	0x0000000				
Stop Address	0x008E58EC				
Current Address	0x00448000				
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DSP1 BURNING					

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Ops Brief			
	LG 3G Mobile Download Program Ele Download Iools View Help	×	
	COM15 Download End Model LG-C900 Compled Date Released Date IMEI [001035001688311] Bluetooth Addr [Cal Date Current Address 02:53.4 Sec Download Completed/ [00103500168831]		
j.	Ready	PC confir	mation 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.