



Hero Fixture BlackBerry Torch 9800

Setting up looping video on Red & White Torch devices (Hero Fixture Only)

Overview

Educational videos are a powerful tool that when installed on devices in AT&T Retail stores promote the Extrordinary Customer Experience. Customers can learn about capabilities of the phones, key features and AT&T advantages.

If your store is one of approximately 1000 locations that is equipped with the special demo fixture showcasing the BlackBerry Torch 9800, you will be adding 2 more devices to the fixture on 11/07/2010.

There is a separate demo loop that you will installed on the white and red devices before closing the case. These are looping videos that are designed to run continuously under the glass shield promoting Social Networking (red Torch) & BlackBerry App World (white Torch). These devices in the hero Fixture WILL NOT be running Device Alive.

Please ensure that the device is receiving constant power and you see the loop running before locking the fixture. The existing grey device will continue to run the already-installed loop.

Installation of these looping applications only takes a few minutes. Please follow the setup process outlined below for these hero fixture Torch phones.

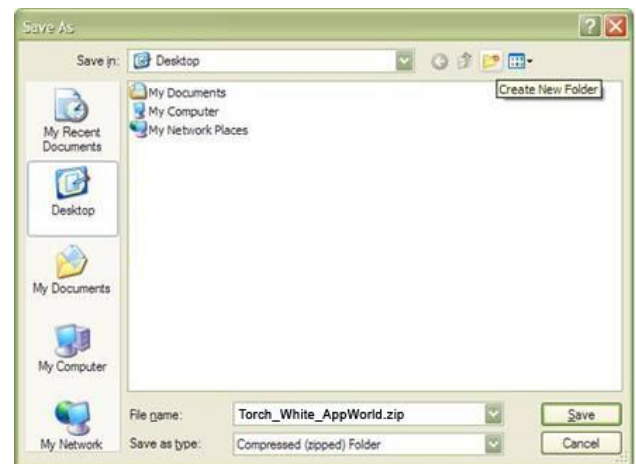
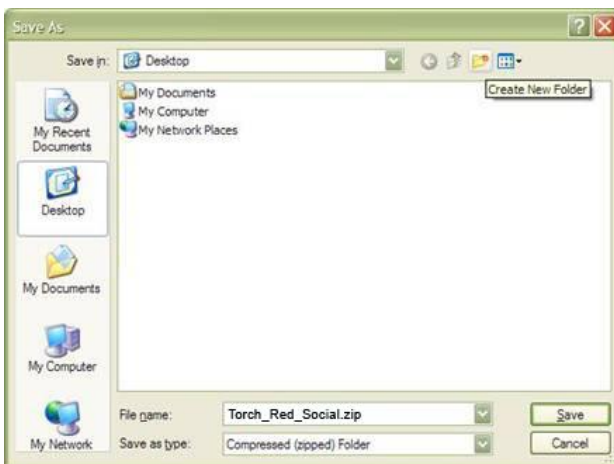
These files will not be available for loading until November 5, 2010

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

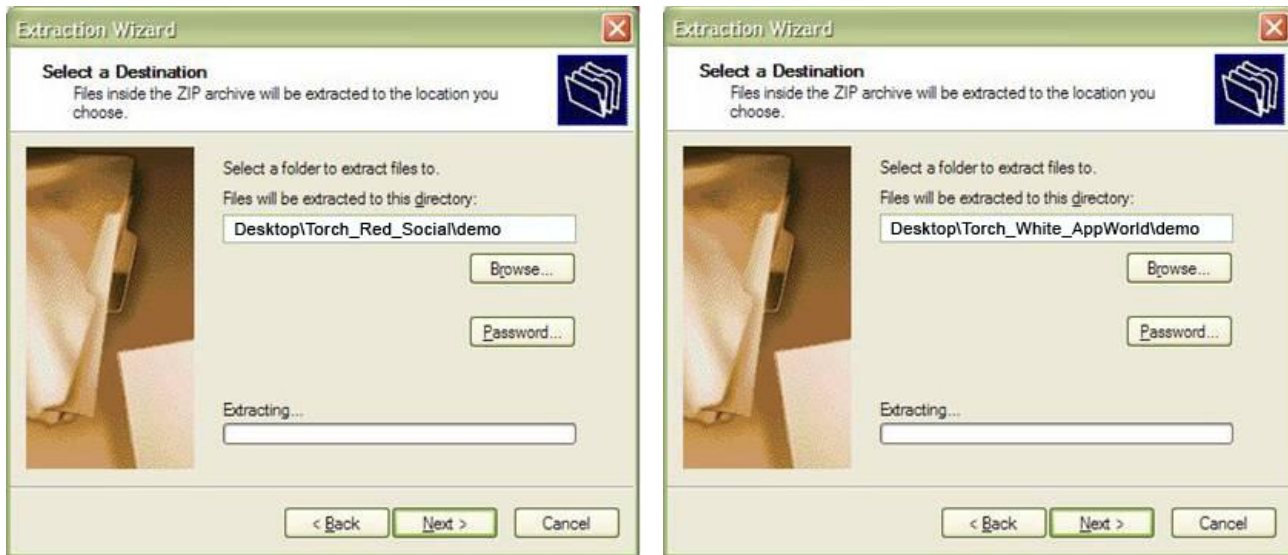
1. Secure the MicroSD card that came with the device and adapter to access the MicroSD card from to a computer with internet access in the back room of the store.
 - The device came with a 4GB microSD card. Please use this card to load the looping demo
2. Download the following files to a new directory on the desktop of the PC
 - a. Download **Torch_Red_Social.ZIP** from http://e.daf.us/9800/Torch_Red_Social.zip
 1. Right Click on the above links to download the file
 2. Select the **Save Target As** option



3. In the **Save As** menu, choose **Desktop** then choose **Create New Folder** and name it **Torch_Red_Social**
4. Select Save to download the file into the new folder
- b. Download **Torch_White_AppWorld.ZIP** from http://e.daf.us/9800/Torch_White_AppWorld.zip
 1. Right Click on the above links to download the file
 2. Select the **Save Target As** option
 3. In the **Save As** menu, choose **Desktop** then choose **Create New Folder** and name it **Torch_White_AppWorld**
 4. Select Save to download the file into the new folder



3. Once the file download is complete, open the new folders on the Desktop where you downloaded the files
4. Unzip the files
 - a. Right-click on the **Torch_Red_Social.ZIP** file in the **Torch_Red_Social** 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 **Torch_Red_Social** folder on the desktop. Select **Next** to extract.
 - b. Right-click on the **Torch_White_AppWorld.ZIP** file in the **Torch_White_AppWorld** 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 **Torch_White_AppWorld** folder on the desktop. Select **Next** to extract.

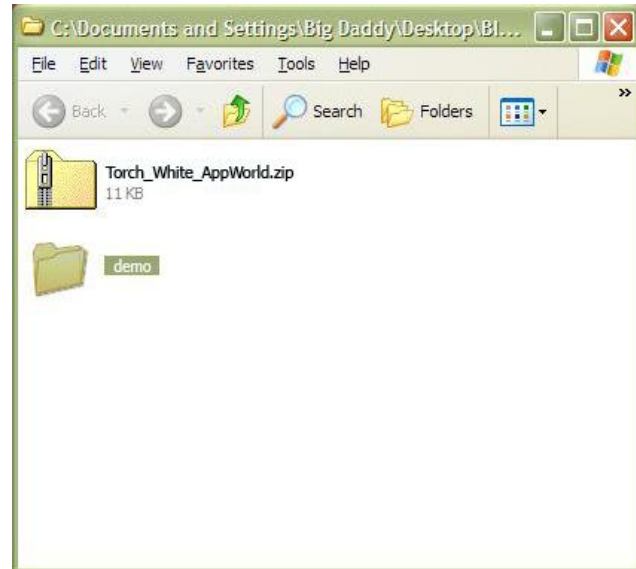
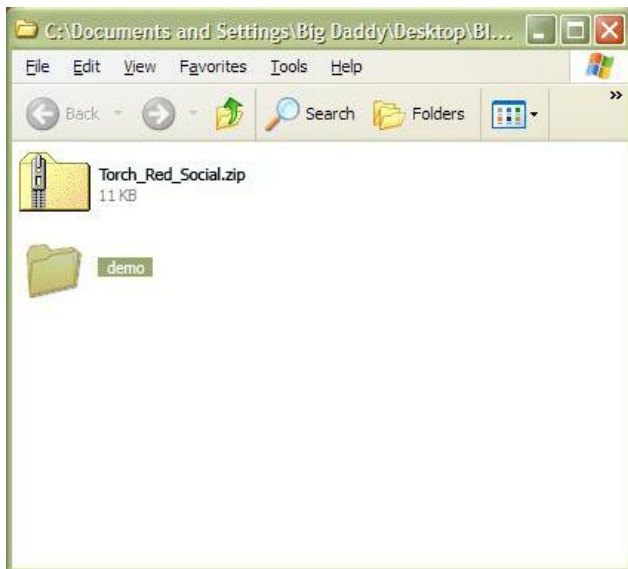


5. Once unzipped, insert a microSD card into the PC card reader:
 - a. If a window pops-up, select the **Open to View** Files option
 - b. If there is no pop-up, use Explorer to manually navigate to the card and open it
 - c. Delete any files on the SD card



6. Copy the entire folder from the desktop, each to their own MicroSD card (the card will not store all the files at the root level, they need to be contained in the folder).
 - a. **Torch_Red_Social** folder onto one of the MicroSD cards
 - b. **Torch_White_AppWorld** folder to the other Micro SD card

PLEASE NOTE which MicroSD card has the RED and WHITE versions as you need to insert in the correct phone!



7. Remove the back of the phones (**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.
 - a. Insert the MicroSD card with the folder **Torch_Red_Social** in the **red** demo phone for the hero fixture
 - b. Insert the MicroSD card with the folder **Torch_White_AppWorld** in the **white** demo phone for the hero fixture

8. On each of the phones, 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 **Torch_Red_Social** or **Torch_White_AppWorld** folder that you copied to the card
 - c. Then open the **demo** folder
 - d. Enter the letter **J** in the **Search:** box to locate the file **Torch_Hero.jad**
 - e. Select the **Torch_Hero.jad** file to start the install
 - f. Select the **Download** option (ignore the **Set Application Permissions** option)
 - g. The install process will 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.
 - h. At the **Application Permissions** screen, select **YES** to grant trusted application status
 - i. Select **OK** at the **application was successfully installed** prompt
 - j. Hit the **Back** key until you to return to the main phone menu



- k. If the Applications Permissions prompt comes up, check the **Do Not Ask Again** box and then select **Allow**
9. Power cycle the phone and the Hero Fixture Loop will start automatically when the phone boots up after about 1-2 minutes. Leave the MicroSD card in the device.