



Retail Tag instructions

Introduction

The CSR Retail tag is a standalone device, designed to be maintenance free, there are no user serviceable parts in the device. The CSR retail tag uses the ISDN band of 2.4GHz to 2.5GHz to operate, uses extremely low power, the power output will be no more than 0dBm, which enables the battery life to be extended. The typical battery life for the device is 2.5 years (this depends on the quality of the AA batteries used).

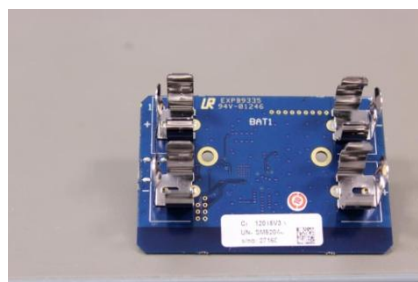
The retail tag is designed to be positioned on or near to a product on a shelf in a store. The Retail tags sole function is to transmit a pre-set unique number, which will allow a simple application loaded onto a smart phone to link to a website which would provide advertising and / or technical details about the product the retail tag has been positioned close to.

The retail tag can be positioned on the shelf or under it, it can be positioned near to the product or tied to the product using a simple cable tie.

The Retail tag is shipped with its batteries removed; instructions on how to install the batteries are given below. Once the batteries are installed the unit is operating there is no further action needed by the user. The user will now only need to link the unique number used by the application on the smart phone to the relevant website or webpage which provides the information the user which to provide.

Instructions for inserting the batteries

The Device is shipped with the batteries removed for safety as shown in the picture below



Insert two 'AA' standard batteries as shown in the picture below





Retail Tag instructions

Place the whole unit in the black box provided as shown below



Then secure the lid using the four self tapping screws provided

The final installation phase is to place the unit either on top of the shelf or under the shelf near to the product you wish to advertise.

Additional information

FCC Rules Part 15

The enclosed hardware device complies with part 15 of the FCC Rules. Operation is subject to the following two conditions:

- (1) This device may not cause harmful interference and
- (2) This device must accept any interference received, including interference that may cause undesired operation.

FCC Compliance Statement:

This equipment has been tested and found to comply with limits for a Class B digital device, pursuant to Part 15 of the FCC rules. These limits are designed to provide reasonable protection against harmful interference in residential installations. This equipment generates, uses, and can radiate radio frequency energy, and if not installed and used in accordance with the instructions, may cause harmful interference to radio communications. However, there is no guarantee that interference will not occur in a particular installation.

If this equipment does cause interference to radio or television equipment reception, which can be determined by turning the equipment off and on, the user is encouraged to try to correct the interference by one or more of the following measures:

- Reorient or relocate the receiving antenna
- Increase the separation between the equipment and receiver
- Connect the equipment into an outlet on a circuit different from that to which the receiver is connected.
- Consult the dealer or an experienced radio/TV technician for help

To assure continued compliance, any changes or responsible for compliance could void the user's authority to operate this equipment. (Example- use only shielded interface cables when connecting to a computer or peripheral devices).



Retail Tag instructions

Caution! The manufacturer is not responsible for any radio or TV interference caused by unauthorized could void the users authority to operate the equipment.

Contacts

General information	www.csr.com
Information on this product	sales@csr.com
Customer support for this product	www.csrsupport.com
More detail on compliance and standards	product.compliance@csr.com
Help with this document	comments@csr.com

Trademarks, Patents and Licences

Unless otherwise stated, words and logos marked with [™] or [®] are trademarks registered or owned by CSR plc and/or its affiliates.

Other products, services and names used in this document may have been trademarked by their respective owners.

The publication of this information does not imply that any licence is granted under any patent or other rights owned by CSR plc or its affiliates.

CSR reserves the right to make technical changes to its products as part of its development programme.

While every care has been taken to ensure the accuracy of the contents of this document, CSR cannot accept responsibility for any errors.

Life Support Policy and Use in Safety-critical Compliance

CSR's products are not authorised for use in life-support or safety-critical applications. Use in such applications is done at the sole discretion of the customer. CSR will not warrant the use of its devices in such applications.

Performance and Conformance

Refer to www.csrsupport.com for compliance and conformance to standards information.