



Food Retail - Reference Guide
Electronic Shelf Labels



Copyright 2008 Altierre Corporation--All Rights Reserved.

This document contains confidential information. Reproduction, adaptation, or translation or sharing with third party requires prior permission

Publication Number: January 2008

Applicable Product: Altierre Store Gateway Console – “Beta Version”

Trademark Credits: Symbol; Microsoft

Disclaimer

Information and specifications in this document are subject to change without notice.

Altierre Corporation may have patents, patent applications, trademarks, copyrights, or other intellectual property rights covering subject matter in this document.

Except as expressly provided in any written license agreement from Altierre Corporation, the furnishing of this document does not grant any license to the patents, trademarks, copyrights, or other intellectual property covering the subject matter enclosed herein.

The names of actual companies and products mentioned herein may be the trademarks of their respective owners.

Warranty

The version of the Altierre Store Gateway Console being released is for “Beta” testing only. In no event shall Altierre Corporation be liable for any damages suffered by you as a result of using the beta products. Altierre Corporation will not be responsible for any loss of revenue, or any indirect, special, incidental or consequential damages of any kind related to the beta product, even if advised of the possibility of such damage.

Altierre Corporation
1980 Concourse Drive
San Jose, CA 95131

Class A digital devices

“This device complies with Part 15 of the FCC rules. Operation is subject to the following 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.”

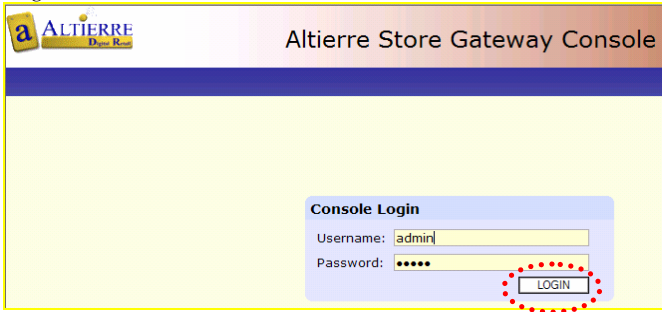


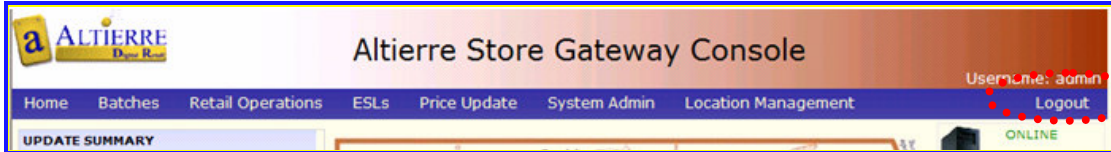
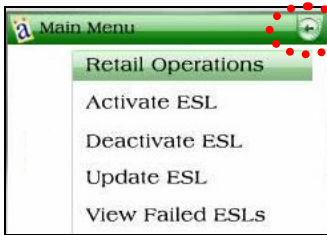
Changes or alterations to the Altierre ESL System not expressly approved by Altierre could void the user’s authority to operate the equipment.



Electronic Shelf Labels (ESLs) are designed to make the price change process more accurate and efficient...no more sorting tags, no more printing paper tags, no more hanging tags! The price change process will remain the same in terms of applying your batches at the POS controller however, once you applied your batches you will login into your ESL Console and review the Batch Summary to validate all the ESLs updated with the new price information.

The Store associates have an Altierre Store Gateway Console (ASGC) and an Altierre Portable Terminal handheld (APT) to access the Altierre ESL System. The APT handheld will be the most used tool at the aisles with your ESL system it will: activate new item tags to the products, update the ESL's location, deactivate ESLs and also be used to toggle the tags to the Order Entry Mode. The console will mostly be used to validate price changes, print reports, and verify system status and trouble shoot if needed.

Review the basic functions of the Altierre ESL System:

	Altierre System Gateway Console (ASGC) Keying Functions	Altierre Portable Terminal (APT) Keying Functions
<p>Process #1</p> <p>How do I Login to use the ESL System?</p>	<p>Login into the ASGC with assigned ID and Password</p> <ul style="list-style-type: none"> - Key in <Username> - Key in <Password> - Select <LOGIN> <p><i>Login Menu</i></p> 	<p>Power on the APT Handheld At Start Menu Select <Altierre Store Systems Login at the Altierre Systems Login Menu</p> <ul style="list-style-type: none"> ✓ Key in <Username> ✓ Key in <Password> ✓ Select <Login> <p><i>Power On/Off button for the APT Handheld</i></p> <p><i>Login Menu</i></p>  <p><i>Main Menu(after Login)</i></p> 
<p>Process #2</p> <p>How do I log out of the ESL System?</p>	<p>After Logging into the system the home page's tool bar displays Logout and Quick Links to system functions:</p> <ul style="list-style-type: none"> ✓ APT's Main Menu ✓ Logout icon - located at the top right of all screens on the toolbar at the ASG Screen <p><i>Logout</i></p> 	<p>LOGOUT at the APT Handheld</p> <p><i>Logout:</i> Select the back Arrow key on the Handheld located at the top right corner to Logout</p> 



Process #3

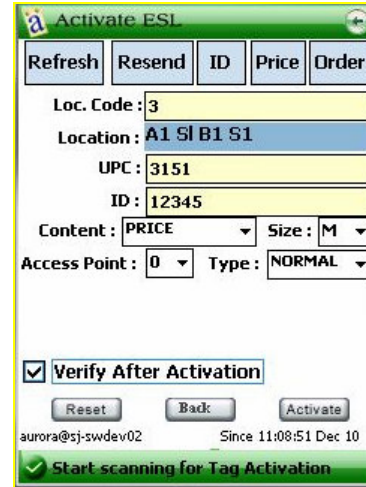
How do I Cut In a New Item with ESL?

- 'Cutting in', Resetting or Adding a New Item to the ESL System is referred to as **Activating a tag**. From the Altierre Portable Terminal Handheld (APT) Main Menu:
- 1) Select < Activate ESL>
 - 2) Scan the shelf location barcode with APT Handheld –*This Inputs data in the <Loc. Code> & <Location> fields* (location barcodes are adhered to each shelf railing)
 - 3) Scan the Product's UPC Code
 - 4) Place handheld scanner close to the tag so scanner is approximately 2-3" directly in front of the ESL display
 - 5) Press the handheld's trigger to 'toggle' the screen (the display will change from price screen to the tag's ESL ID & barcode information screen)
 - 6) Scan the ESL tag's ID Barcode
 - 7) Ensure the <Access Point> is selected from drop down menu- *zero is the default (go to Index for store AP Map)*
 - 8) Ensure the field <Verify After Activation> is checked - this allows the ESL screens to be displayed so you can validate the tag's content once the tag is activated
 - 9) Place Handheld scanner close to the tag and ensure the handheld's antenna is touching the top middle front display of the ESL tag- this will ensure all data downloads
 - 10) Select <ACTIVATE>/or press the handheld's trigger to finalize the change
 - 11) Pressing the Handheld's trigger again will toggle the tag to the Store Operations screen so you can easily view the content of this screen.
 - 12) Validate the tag's displays are downloaded. *If the tag is not downloaded with full content; Select <RESEND>; still holding the antenna in position to the tag*

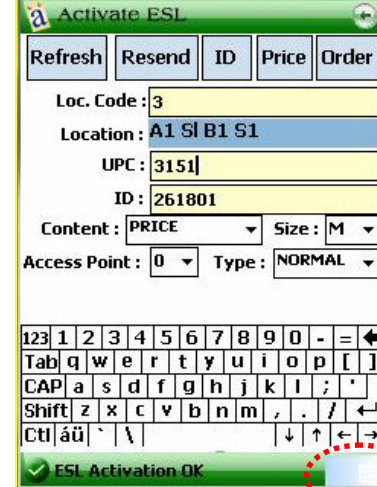
Altierre Portable Terminal (APT) Keying Functions

APT - Activating New Items

Activation Screen with "Verify After Activation" Selected

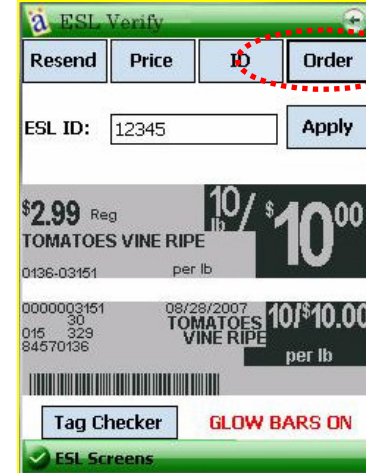


Activation of ESL with Electronic Keyboard "toggled"



Bottom Right Icon 'toggles' the Electronic Keyboard to be displayed

ESL Screens – If "Verify After Activation" Selected.



To Toggle the tag Select <Order> or Press Trigger again to view the Order Entry Screen on the tag (see Process #8)

****When an item is on a CARD PRICE –Glow-bars on the tag will be functional. Glow Bars are important for the customers to see the special pricingso be sure to validate all data fields and Glow Bars during Activation**



Altierre Portable Terminal Handheld (APT) Keying Functions

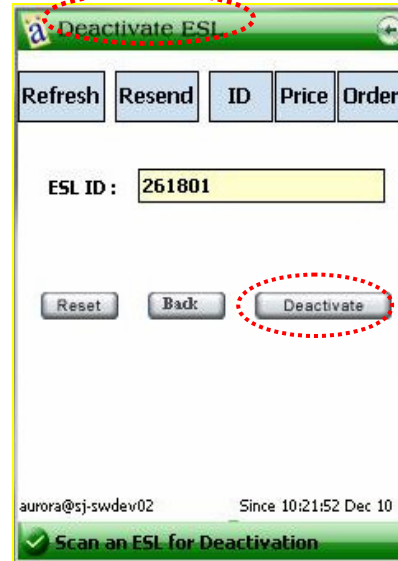
Process #4

What do I do with a discontinued item's ESL tag?

If an ESL is removed from a Discontinued item the ESL tag must be deactivated at the APT. This prevents the system from trying to locate the tag during a price update or reporting the tag as a "lost" tag on the tag reports.

- 1) Login into APT Handheld Main Menu
- 2) Select <Deactivate ESL>
- 3) Select <ID>
- 4) Place the handheld scanner close to the tag so that the scanner is 2-3" directly in front of the ESL display window
- 5) Press the handheld's trigger to 'toggle' the screen (the display will change from price screen to the tag's ESL ID & barcode information screen)
- 6) Scan the ESL ID's Barcode
- 7) Select <Deactivate> (leave handheld so the antennae is touching top middle front of the ESL tag until the "Deactivation Successful" message is received on the APT screen)
- 8) Remove Discontinued ESL tag and return for reactivation

APT - Deactivating Tags



Helpful Hint:
Deactivation is the most important process in managing your ESL system which may prevent FAILURES & improve processing time when applying Price Change Batches!

Note: Deactivate the Discontinued ESL tags and place in the designated "Deactivated Tag Bin" in the Scan office.

 These tags can be reactivated to new products when needed.



Altierre Store Gateway Console (ASGC) Keying Functions


Process #5


How do I validate my Price Changes are completed?


Activating your price changes still requires you to apply the price change batches as you did prior to ESLs at your POS. However, rather than hanging paper tags you will need to validate all ESLs updated correctly. To Validate your batches have completed the update to all tags:

- 1) Login to the ASG Console
- 2) Select <Batches> at the blue tool bar
- 3) The batches applied at your POS will be listed on the Batch List with a date and status.

Review the Status of your batches in the Status Column If the status of your batches are:

- batches in progress of applying will have a  icon

- successful/succeeded batches will have a  icon



- failed batches will have an  icon

If a Price Change Batch has a "Failed" Status:

- 1) Select batch name which is a hyperlink
- 2) Locate the failed tags on the report
- 3) Deactivate the ESL tags- (see process #4)
- 4) Activate new replacement ESL tags- (see process #3)

Example of Failed Tag

NOTE:

- ✓ As you deactivate the failed tags the "Failed" status will reduce the total number of tags failed, until no tags remain to be deactivated from the 'Failed ESLs' report.
- ✓ The status on the batch details will change from a failed  icon in the Status Column to a successful/succeeded-  status once all the tags reported are deactivated from the report.

Price Change Review and Batch Validation at the ASGC

Altierre Store Gateway Console

Home Batches Retail Operations ESLs Price Update System Admin Location Management Username: admin Logout

BATCH LIST (PAGE 1 OF 3)

#	NAME	TYPE	DATE	STATUS
1	Activation 5/13/08 2:01 PM	\$	05/13/2008	✓
2	Activation 5/13/08 1:00 PM	\$	05/13/2008	✗
3	Activation 5/13/08 11:34 AM	\$	05/13/2008	✗
4	Activation 5/13/08 11:27 AM	\$	05/13/2008	✗
5	Activation 5/13/08 11:15 AM	\$	05/13/2008	✗
6	Activation 5/13/08 11:12 AM	\$	05/13/2008	✗
7	Activation 5/13/08 11:09 AM	\$	05/13/2008	✗
8	Activation 5/12/08 6:27 PM	\$	05/12/2008	✓
9	Activation 5/12/08 5:56 PM	\$	05/12/2008	✗
10	Activation 5/12/08 5:42 PM	\$	05/12/2008	✗
11	Activation 5/12/08 2:29 PM	\$	05/12/2008	✗
12	Activation 5/12/08 2:26 PM	\$	05/12/2008	✗
13	cdTestforCVS.xml	\$	05/12/2008	✓

Altierre Store Gateway Console

Home Batches Retail Operations ESLs Price Update System Admin Location Management Username: admin Logout

BATCH DETAILS

NAME: Activation 5/13/08 11:09 AM

STATUS: ✗

TYPE: \$

AFFECTED ESLS: 1

SUCCEEDED ESLS: 0

FAILED ESLS: 1

CREATED ON: 2008-05-13 11:09:34.992

START TIME: 2008-05-13 11:09:34.992

END TIME: 2008-05-13 11:09:53.242

DURATION: 18.25 secs

Failed ESLs | Data Errors

Printer Friendly Page

FAILED ESLS (PAGE 1 OF 1)

#	ESL ID	ITEM ID	ITEM NAME	TYPE	CONTENT	LOCATION	AAP ID
1	1530043060		RICE A RONI RIBB AND BUTTER	MEDIUM	PRICE	AG	0

Total 1 ESLs found.

ESL DETAILS

ID: 2

TYPE: MEDIUM

ACCESS POINT: 0

CONTENT: PRICE

LOCATION: AG

PRICE METHOD: NONCLUB_5_EXTRA_MSG

ITEM ID: 1530043060

STATUS: PENDING

REASON: AAP not ready to receive Messages for ESL: 2

Helpful Hint:
Use the <Printer Friendly Page> - selection to print all your failed ESLs- and take the report to the shelf to replace the ESLs



Process #6

How Do I Know all my tags are operational after my price changes are completed?

Altierre Store Gateway Console Keying Functions

After performing Price Updates a Tag Checker Report can be executed. This report validates all the tags including the tags that were in the price changes or newly activated tags. This ensures all the tag data is accurate.


This report is a preventative report that will detect a tag failing or a potential failure before the tag is no longer functional....sometimes the tag looks "OK" but to be sure replace the tag as this prevents a failure.

The Tag Checker Report will provide the details of any tag not fully functional or updated allowing you to deactivate and reactivate new tags as necessary.

- 1) Login to the Altierre Console
 - 2) Select <ESLs> at the tool bar
 - 3) Select Date Range of price changes to validate for the tag checker
 - 4) Select <Tag Checker>
 - 5) Select either
 - a) Select <ESL ID> allowing input of just one ESL ID to be downloaded for the newly activated tag (s) BEST PRACTICE
 - b) Select <STRUCTURE TYPE> and <ALL> for all tags to be downloaded or select Price Update range to verify tags from the price change batches.
- Tag Checker function is also available on the ESL handheld at the Activation screen and can be implemented for a single tag at time of Activation

ACTION after Tag Checker Report completed:

The Tag Checker will report at the 'Batch Listing' report and display the date and time and the batch name.

- 1) Select <Batches> at the tool bar
- 2) Review the Batch List Status column
- 3) If your Tag Checker has errors with an  icon in the status column; **replace** the tags

ESL ID	UPC	ITEM NAME	TYPE	SUB TYPE	CONTENT	LOCATION	STATUS	BATTERY	GLOWBAR
311741	0001111096386	KRO SHRMP 51/60CT TAIL-OF	MEDIUM	NORMAL	PRICE	A4 Sr B20 S10	ACTIVE	3.0V	ON
311785	0001111043265	KROGER LF CHOC MILK	MEDIUM	NORMAL	PRICE	A5 SI B4 S9	ACTIVE	0.0V	OFF
311801	0001111096386	KRO SHRMP 51/60CT TAIL-OF	MEDIUM	NORMAL	PRICE	A4 Sr B20 S10	ACTIVE	3.0V	ON
311833	0001111096386	KRO SHRMP 51/60CT TAIL-OF	MEDIUM	NORMAL	PRICE	A5 SI B4 S9	ACTIVE	0.0V	ON
311834	0000852102202	KNWY B/O SPEED BOAT	MEDIUM	NORMAL	PRICE	A5 SI B4 S9	ACTIVE	0.0V	OFF
311898	0000057900009	PINE RIDGE CHENIN BLANC	MEDIUM	NORMAL	PRICE	A5 SI B4 S9	ACTIVE	0.0V	OFF
311912	0001566560100	RBTS GOUR PIRATES BOOTY	MEDIUM	NORMAL	PRICE	A5 SI B4 S9	ACTIVE	0.0V	OFF
311925	0000100000854	KRO JUICE GRPFRT NAT 6PK	MEDIUM	NORMAL	PRICE	A5 SI B7 S3	ACTIVE	3.0V	ON
311929	0001111096386	KRO SHRMP 51/60CT TAIL-OF	MEDIUM	NORMAL	PRICE	A4 Sr B20 S10	ACTIVE	3.0V	ON
311950	0000852102202	KNWY B/O SPEED BOAT	MEDIUM	NORMAL	PRICE	A5 SI B4 S9	ACTIVE	0.0V	OFF

#	NAME	TYPE	DATE	STATUS
1	Tag Checker 5/15/08 9:49 AM	\$	05/15/2008	✗
2	Tag Checker 5/15/08 9:49 AM	\$	05/15/2008	✗
3	Tag Checker 5/15/08 9:49 AM	\$	05/15/2008	✗
4	Activation 5/13/08 2:01 PM	\$	05/13/2008	✓

Helpful Hint:

Implement the Tag Checker Report to ensure all tags are communicating and data is synchronized between the ASG and all Tags. The Tag Checker process can also be completed for just tags that were in the Price Changes:

Use the Filter to minimize processing time

1. Select <FILTER> Input dates in Price Update Date field; this validates only those tags that updated in the price changes for the period selected.
2. Use the <Printer Friendly Page> to print the report
3. Locate the items at the shelves using Location ID from the report
4. Replace the tags as necessary



<p>Process #7</p> <p>What if I move an item to a new aisle location?</p>	<p>Altierre Portable Terminal Handheld Keying Functions</p> <p>Move the ESL tag with the product and use the <Update ESL> feature to change the location when the physical location of a product has moved which requires the ESL's Location Code to be updated using the APT Handheld at the Main Menu:</p> <ol style="list-style-type: none"> 1) Select <Update ESL> 2) Place handheld scanner close to the tag so scanner is 2-3" directly in front of the ESL display 3) Press the handheld's trigger to 'toggle' the screens (display will change from price screen to the tag's ESL ID & barcode information screen) 4) Scan the ESL tag's ID Barcode 5) Scan the ESL tag's new shelf location barcode- All Fields will be populated with current ESL data 6) Scan the shelf's new location barcode which the ESL is being moved to 7) Place the Handheld so the Antenna is 'touching the top middle at the front of the ESL tag . 8) Select <Apply> or press Trigger to finalize the Update feature <p>Use the <i>ESL Rail Tool</i> to move the updated tag into the new location at the rail/tag channel</p>	<p>Altierre Portable Terminal – Update Feature</p> <div data-bbox="884 250 1188 797" style="border: 1px solid black; padding: 5px;"> <p>Update Feature is also an easy process to use when an item has a UPC Change, or if the Access Point needs to be changed</p> <p>Follow Process #7 and steps 1-4 :</p> <ol style="list-style-type: none"> 5) Enter New UPC 6) Place the Handheld so the Antenna is 'touching the top middle at the front of the ESL tag 7) Select <Done> 8) Select <Apply> </div> <div data-bbox="1247 237 1661 789" style="border: 1px solid black; padding: 5px;"> </div> <div data-bbox="1682 250 1986 483" style="border: 1px solid black; padding: 5px;"> <p>Helpful Hint: *Use the Update feature to validate the information of the current item's location</p> </div> <div data-bbox="1682 529 1986 724" style="border: 1px solid black; padding: 5px;"> <p>Helpful Hint: Use the <ID>, <Price>, & <Order> buttons to toggle the ESL</p> </div>	
<p>Process #8</p> <p>How do the Order Writers order with the ESL tags— I don't see the Order number or Barcode?</p>	<p>The ESL tags are designed to have 2 displays (<i>see Process #9</i> for examples)</p> <ol style="list-style-type: none"> 1) Customer Price Screen 2) Retail Operations/Order Writing Screen for the Order UPC Barcodes, Catalog Number as well as the Price will be displayed <p>The ESL Tags will default to the Customer Screen. If the tags need to display the Retail Operations screen 'toggle' the tags to the 2nd display using the Retail Operations Feature at the ASG or Handheld.</p> <p>At ASGC:</p> <ol style="list-style-type: none"> 1) Select < Retail Operations> 2) Select Screen to be displayed <ORDERING > 3) Select <ALL> or <AISLE> 4) Key in Aisle location OR Select DSD or Whse # 5) Select Time Out Period <__> for when the system will toggle the tags back to the Customer Display – The default is 15 minutes; the time out period can be set for less or more time as needed. 6) Select <PROCESS> to activate toggle feature 	<p>ASG Console – Toggling the Tags</p> <div data-bbox="884 886 1503 1295" style="border: 1px solid black; padding: 5px;"> <div data-bbox="1188 1101 1503 1295" style="border: 1px solid black; padding: 5px;"> <p>Helpful Hint: set tags to automatically 'toggle' back to the Customer display; since this is optimal viewing for your customer's shopping experience. Time can be set at the "TIMEOUT" Field.</p> </div> </div> <div data-bbox="884 1308 2028 1421" style="border: 1px solid black; padding: 5px;"> <p>Helpful Hint: To toggle just a few tags use the APT's Close Range Feature: Select <Close Range> place the handheld's antenna in close range to the tag to toggle and press <ID> . Time Out period still applies to the toggle duration</p> </div>	<p>APT Handheld – Toggling the Tags</p> <div data-bbox="1566 886 1881 1295" style="border: 1px solid black; padding: 5px;"> </div>



Process #9
What does the ESL Tag look like In Order Entry Mode?

The ESL tags are designed to have 2 displays – Price and Ordering screens. The tag’s display while in Order Entry Mode will have the retail for the customer and will display the necessary information for the Order

- ✓ Catalog Number
- ✓ Department
- ✓ SKU/MSI Number
- ✓ UPC Order Barcode

Customer Screen



Order Writer’s Screen



Helpful Hint:
Accessing the Retail Operations Screen can be completed for just one aisle or just one vendor to minimize the time the tags are toggled.

Process #10
How can I list all my ESLs on an aisle or End Cap?

Use the ESLs feature to view all the ESLs activated in the store providing detail information of each item such as : ESL ID number, Tag Size, UPC, Product Name, Status, Location etc.,

Select from the filter tabs depending on your search needs and the data you have available to you:
ESL- allows you to search a specific or range of ESL IDs
Item- allow you to search by UPC , Vendor or Warehouse to view ESLs associated with that criteria
Location - allows you to search by Aisle, Bay, Checkstand etc.,

Helpful Hint:

Use the Filter Feature when you have a UPC and need to:

- locate an ESL tag
- view ESL’s layout
- view ESL’s ID

Example- You can display all the ESL tags on a single End Display right from your console.

STATUS Definitions:
1. Active = The ESL Tag is in Use
2. Created= The ESL Tag is Deactivated
3. Registered= The ESL Tag is Deactivated



Process #11

How are Users different Login set up with their job functions?

Adding Users to the ESL System is associated by role of each user which is associated with functionality and menu access per your corporate guidelines.

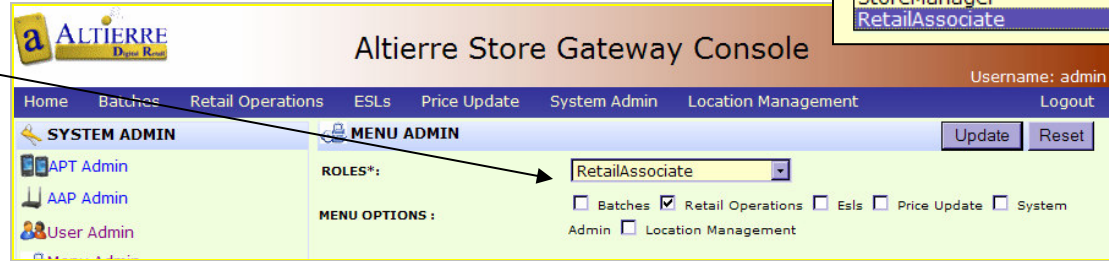
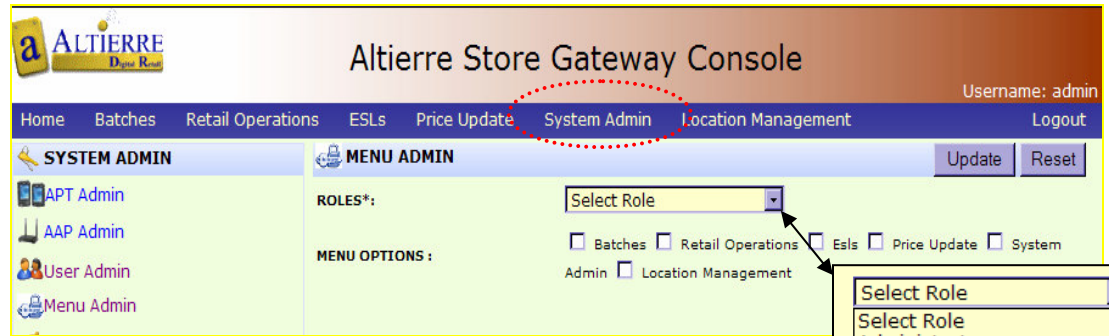
1. Select <System Admin>
2. Select <User Admin>

The System currently provides the following Users in the Administration Menu:

1. Administrator- access to all functionality
2. File Maintenance Manager (i.e. Scan Coordinator)
3. Store Manager
4. Retail Associate

An example of the User Role maybe a Dairy Clerk only needing access to the Retail Operations function

1. Select <System Admin>
2. Select <User Admin>
3. Select <Retail Associate>
4. Select <Update>



Process #12

How do I add a new User in the ESL System?

An example of the User Role maybe a Dairy Clerk only needing access to the Retail Operations function

1. Select <System Admin>
2. Select <User Admin>
3. Select <Update>
4. Key In User information for Name and Password fields
5. Select <Role> from drop menu
6. Select <Retail Associate>
7. Select <Add User>





Process #13

How do I validate just one ESL tag?

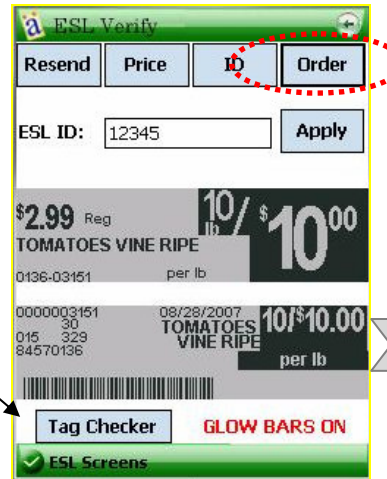
Validating a price at the sales floor using the APT is easy

From Main Menu:

1. Select <ESL Verify>
2. Scan ESL ID
3. Use Trigger to Toggle to Store Operations Screen or
Select <Order> to Toggle to Store Operations Screen

Note: Tag Checker can be selected to update a single tag if needed

ESL Verify on APT



To Toggle the tag
Select <Order>
or *Press Trigger* again to view the
Order Entry Screen on the tag
(see *Process #8*)



New Processes – Most of your processes remain the same with ESL Tags replacing the Paper Tags with just a few exceptions as identified below.

Auditing	Auditing items at the shelf will be completed in the same manner. However, you will want to be sure to 'toggle' to the Order Screen before beginning the audit. (See Process #8)	<p><u>Best Practice:</u></p> <ol style="list-style-type: none"> 1) Scan the product's UPC at the Shelf 2) Compare the product information to the ESL tag's Order Screen ensuring the product is faced correctly to the corresponding ESL tag 3) Validate the handheld's Retail and Data displayed matches the ESL Order Entry Screen's Data <ul style="list-style-type: none"> ✓ Club Price ✓ Regular Price ✓ Order Number etc.,
Cutting in New Items	<p>Cutting in your 'new items' will be a similar process rather than printing the paper tag you can activate a new ESL tag at the shelf.</p> <p>Just as you do today you will use the schematic to obtain the UPC and Aisle location information.</p>	<p><u>Best Practice:</u></p> <p>Create all the new product's tags and/or signs right at the shelf</p> <ol style="list-style-type: none"> 1) Activate the tag with the new product's UPC (or key in the UPC from the Schematic if product not available- see Process #3- Activation) 2) Place the new tag at the rail
UPC Changes for existing items	If an item has a new UPC sent down from the Host pricing system a new paper tag would generate for the item with the new UPC replacing the old UPC. Since ESL tags are 'linked' to the item via the UPC it will be imperative you activate a new ESL tag with the new UPC.	<p><u>Best Practice:</u></p> <p>ESL tags are activated and linked to the UPC so if a new UPC is updated on an existing item you will need to:</p> <ol style="list-style-type: none"> 1. Deactivate the existing ESL 2. Reactivate it with a new ESL using the new UPC sent from the host.



Frequently Asked Questions – F-A-Qs

Q. 1) What if the Power goes out in the store—will the ESLs continue to display the retail?	A. #1) Yes- the ESL tags are battery operated. The ESL displays are not affected if the power is lost.
Q. 2) Is the price on the ESL the same price as in the Registers?	A. #2) Yes - every ESL is programmed to the product’s UPC and each time the UPC is updated in the POS Register system the ESL is updated at the same time. So the Product’s price will always be the same in the register and at the shelf.
Q. 3) How do I remove the ESL tag from the shelf’s railing?	A. #3) You can remove the ESL tag from the railing if you use the provided tag removal tool.
Q. 4) How do I find the Catalog Number?	A. #4) You can ‘toggle’ the ESL tags to view the Operations Retail Screen which includes Catalog Number.
Q. 5) What if a tag is lost or removed from the shelf but not deactivated?	A. #5). If a tag is not deactivated but removed from the shelf the system will report the ESL ID and UPC in the system as a tag that has lost communication....you will just need to deactivate the ESL ID in the system using the ESL Handheld.
Q. 6) How will I know all the tags are operational?	A. #6). If a tag is not updating or communicating the system’s daily communication will report any failures.
Q. 7) What if liquid spills on the ESL tags?	A. #7). ESL tags are sealed and liquid will not be able to ‘seep’ into the tag unless the tag’s back seal has been removed.
Q. 8) How do I clean the ESL tags?	A. #8). ESL tags can be dusted just like you do product—there is no need to use any glass cleaner or other cleansers on the ESLs. If a product is a sticky substance and will not wipe off ...just activate a new replacement tag for the item.
Q. 9) How does the ESL tags receive the price updates?	A. #9). The Altierre ESL System is a secure WiFi Network which allows each tag to communicate through the network to the Altierre Store’s Gateway Console. The ISP’s updates will be transferred to the Altierre Store’s Gateway Console and the updates will be transmitted through the network to the ESL tags.
Q. 10) What if one tag’s display is not functional will all the other tags fail?	A. #10). No – each tag is an independent microprocessor and one tag failure would not be an indicator that additional tags will fail
Q. 11) Who do I call with issues with the ESL tags?	A. #11). You will find an Escalation Procedures process map to follow for hardware or software questions.
Q. 12) Are the ESL tags recyclable?	A. #12). Yes the ESL tags are more environmentally friendly --the batteries can be recycled as well as all digital components are reusable.
Q. 13) What if an Item has a UPC Change will it update the tag on the shelf from the old upc to the new upc?	A. #13). ESL tags are activated and linked to the UPC so if a new UPC is updated on an existing item you will need to deactivate the existing ESL and you can reactivate it with a new ESL with the new UPC sent from the host..
Q. 14) What if an Item is a bonus pack do I need to create a new ESL tag for the item?	A. #14). ESL tags are activated and linked to the main UPC. Do NOT use the Bonus or display UPCs; use the existing UPC on the shelf.



Trouble Shooting

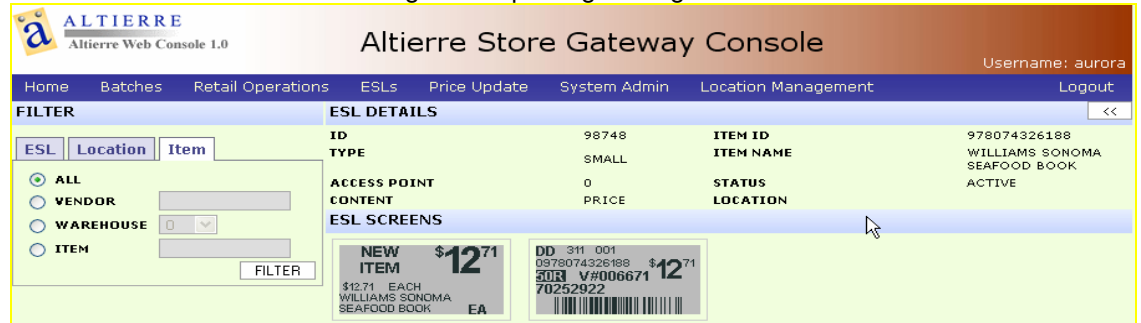
Process #14

What if an ESL tag will not toggle to the Order Entry Screen?

- If a tag does not toggle to the order entry display screen:
- 1) Remove the failed tag from the Shelf
 - 2) **Deactivate** the failed tag using the APT handheld's 'Deactivation' process (see **Process #4**)
 - 3) Activate a new tag for the item-(see **Process #3**)
 - 4) Place the new tag at the shelf
- Save the failed ESL in the designated "FAILED TAG" bin in Scan Coordinator's office

Action Required:

The process during pilot will be to replace tags that do not toggle to the Order Entry Screen –
✓ Be sure to deactivate the tag after replacing the tag.



Process #15

What if an ESL tag is not displaying the price or gets broken?

- Remove the damaged/failed tag from the Shelf
- 1) **Deactivate** the failed tag using the APT's 'Deactivation' process (see **Process #4**)
 - 2) Activate a new tag for the item-(see **Process #3**)
 - 3) Place the new tag at the shelf--Place failed ESL in the designated bin in the FMC Office

Action Required:

--If a tag is **Damaged or Broken and cannot be scanned**—which prevents it from being deactivated use the tag's **UPC** at the console to identify the ESL ID and complete the deactivation process manually by keying in the **ESL ID**

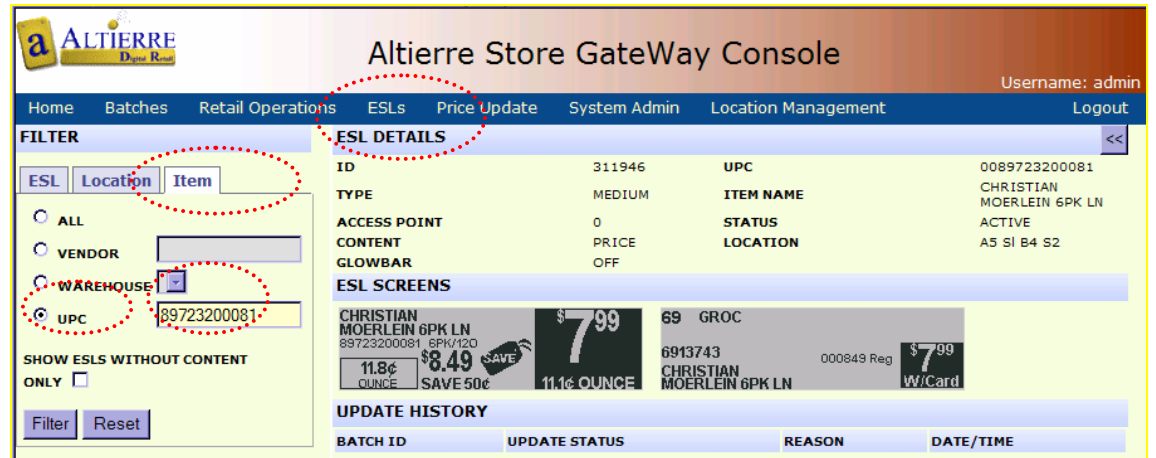
Or use the **ESL ID** sticker on the back of the tag and key that **ESL ID** into the APT to deactivate the tag

--If a tag is displaying partial data or is unrecognizable - deactivate the tag and activate a new tag

Process #16

What if a tag will not toggle so I can deactivate the ESL tag?

- If a tag will not toggle to the ESL ID screen so you can scan the barcode on the ESL you can key in the ESL ID number. Obtain the ESL ID from <ESLs> screen.
- 1) Select <ESLs> screen from tool bar
 - 2) Select <Item> tab from FILTER
 - 3) Select <ITEM>
 - 4) Key in the Item's UPC
 - 5) Select <FILTER> button
- *





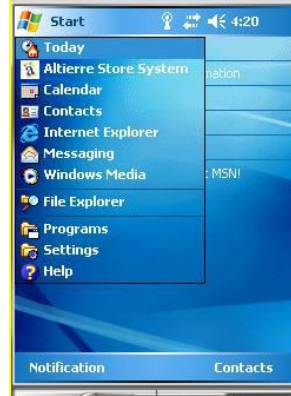
<p>Process #17</p> <p>What if a tag does not update to the new price – how will I know?</p>	<p>You will know the price change did not update by using the reports provided such as the Batch Listing report</p>	<p><u>Action Required:</u></p> <ol style="list-style-type: none"> 1) Select <Batches> at the tool bar 2) Review the Batch Listing Status 3) Select each batch that has a failure in the status column 4) Print the Batch Listing report – Select <Printer Friendly Page> to print all errors – (See Process# 5) 5) Locate the tags at the aisle replacing ESLs that were reported on the Batch Listings – 6) Be sure to validate UPC from the report) 7) All errors reported on the report should have the failed ESL replaced using the Deactivated and Activation processes. (See Process #3 & #4)
<p>Process #18</p> <p>What if I lose Power at the ASG during a Price Change and ALL my tags do not update to the new price?</p>	<p>In the unlikely event such as a power failure while the ESLs are in the middle of receiving a price update, apply the following recovery procedure:</p> <p>Option #1:</p> <ul style="list-style-type: none"> - Re-apply the previous batch at the ASG. or by having the ISP re-submit the last price file <p>Option #2:</p> <ul style="list-style-type: none"> - Use the Render Feature which will ensure that all ESLs will display the up-to-date price 	<p><u>Action Required:</u></p> <p>Option #1:</p> <ol style="list-style-type: none"> 1) Select <Price Update> at the tool bar 2) Select <'Re-apply Last Batch> Select each batch that has a failure in the status column <p>Option #2:</p> <ol style="list-style-type: none"> 1) Select <ESL> at the tool bar 2) Select <Last Price Update Date> filters 3) Select all ESLs that were updated today- key in today's Start date and End date 4) Select <Render> 5) This ensures that all ESLs that received price update today will display the up-to-date price <p>Option #3: Re-apply the previous batch by having the ISP re-submit the last price file</p>



Trouble Shooting the ESL Handheld

Q. 1) What if I receive a “LOW or OUT OF MEMORY” on my ESL handheld?

A. 1). Exit the Application on the handheld – back out to the Windows Login Screen. Restart the Altierre Store System Windows Application and log back into the application



Q. 2) What if I receive a “Device .EXE or Altierre Portable Terminal” Error on my ESL Handheld?

A. 2).
Although these errors are rare they could happen with a Windows Device...
1. Perform a “warm boot” –
2. Press Red Power Button and Hold Down for 10 seconds until the “Warm Boot” screen is displayed...the application will return to the Windows Login requiring you to log back into the Altierre Application.

Q. 3) What if I receive a “Failed to get Campaign Names” and “Failed to get List of Access Points” error when I am trying to Activate an ESL tag?

A. 3).
1. -Exit out to the Main Menu
2. -Select <Activate ESL>
3. Attempt to Activate an ESL

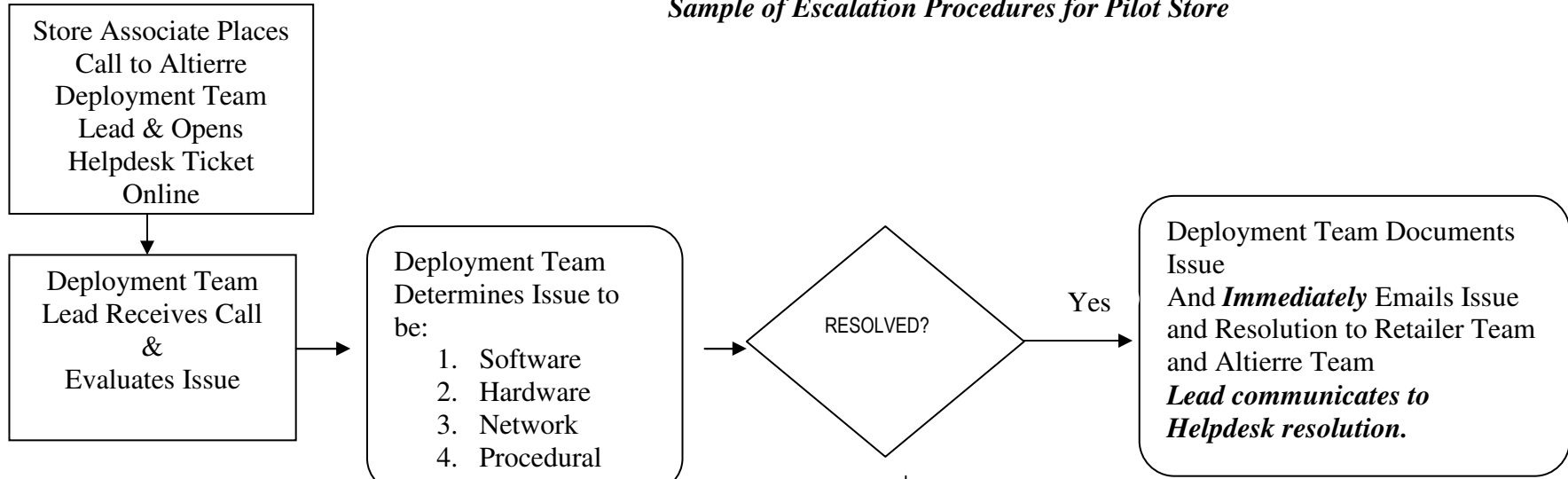
If this does not resolve the issue

- 1. Exit the Altierre Store Systems Application back to the Windows Screen at Start Menu**
- 2. -Validate Wi-Fi icon has at least 1 Green Bar or several yellow bars,**
 - a. -if no bars then you may not be able to connect to the ASG**
 - b. Try the 2nd (backup) handheld.**

If this does not resolve the issue call Altierre using the provided Escalation Procedures



Sample of Escalation Procedures for Pilot Store

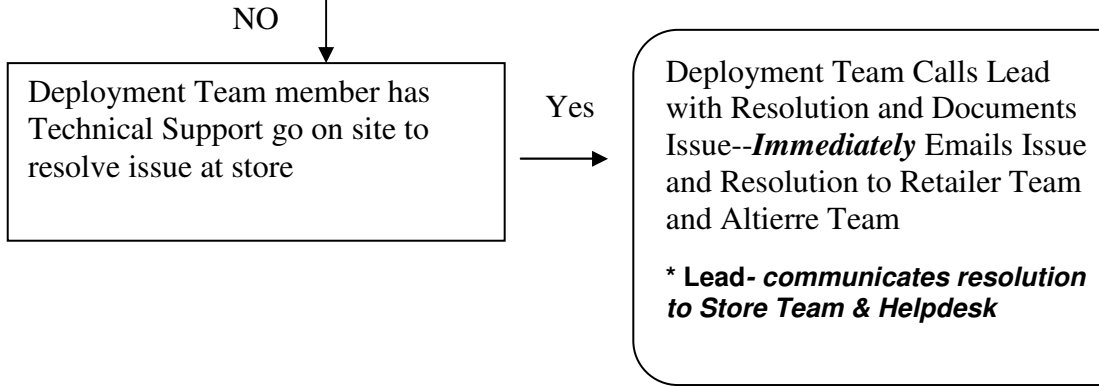
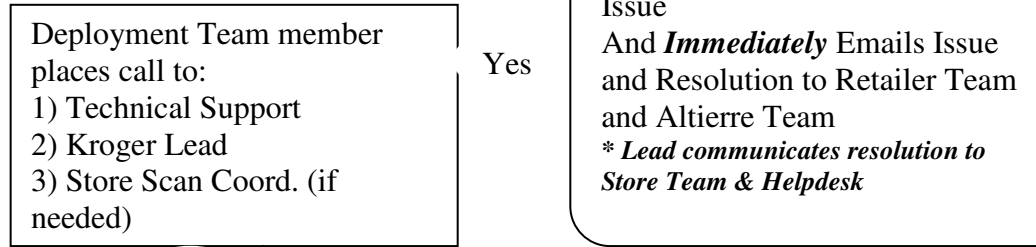


Altierre Deployment Team
 1st Call- Steve Oldenburg
 Cell 408-806-5733
 Email: soldenburg@altierre.com

2nd Call – Robert Partridge
 Cell: 408-799-4624
 Email: rpartridge@altierre.com

3rd Call -- Tessie Van Hoff
 Cell: 208-562-7063
 Email: tvanhoff@altierre.com

4th: Darrell Koide
 Cell 408-799-2095
 Email: dkoide@altierre.com





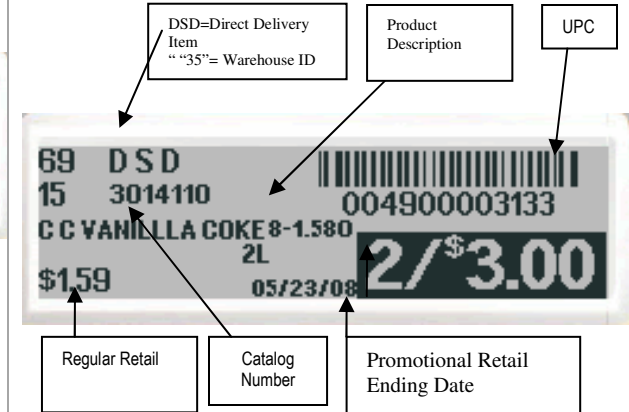
INDEX

What is different on the ESL Tags?

Medium ESL – Customer Screen



Medium ESL – Order Writer Screen (TBD)





Store Location Mapping for Access Point Assignment

<INSERT – The Store Location Aisles with AP Assignment for Pilot Store >

Glossary of Terms: *(Terms will be reviewed with Retailer to ensure Terms are compatible with Retailer's Verbiage)*

AP – Access Point

APT HH- Altierre Portable Terminal Hand Held

ASGC- Altierre System Gateway Console

ESL –Electronic Shelf Label

Location Code- Location Codes are specific to your store identifying the item's location within the store – defined by Aisle, Side, Bay, & Shelf are the main identifiers. Location IDs are printed on labels and each shelf or display will have a location identification barcode attached to it for ESL Tag location information.

Resume- Restore the power on APT hand held from a Suspend/sleep mode (i.e., wake it up). Pressing the red button will do this. Additionally, if the handheld went to sleep on its own, then pulling the trigger of the pistol grip will also restore the power/wake the unit up.

Suspend- 'Sleep mode' or power-off state of the APT handheld. Momentarily pressing the red button will put the system in this state, as will inactivity for 2-5 minutes.

Tickle/Toggle the Tag- Toggling the tag "changes" the display of the ESL Screens. Retailer has 2 programmable screens Customer and Order Writer and there is an additional screen for ESL Barcode IDs