

USER MANUAL

For LabelNest ESL LN21™

The screenshot displays the FootfallCam software interface. On the left is a dark sidebar with navigation options: Overview, Analytic Centre, Management Report, Maintenance, Setting, and Resources Centre. The main content area is titled 'Product Engagement Report' and includes a sub-header 'FOOTFALLCAM- FFC MY- PRODUCT ENGAGEMENT REPORT' with a report period of 25/01/2020 - 31/01/2020. Below this is a grid of eight key performance indicators (KPIs):

Total Product	Total Product Engagement	Total Product Touched	Highest Product Engagement Rate
200	8000	4000	43.54%
Highest Product Touched Rate	Highest SKU Sales Conversion	Highest Engagement Rate	Highest Touched Rate
594	92.31%	39.79%	85.22%
Product - F	Product - M	Category - GG	Category - FF

Below the KPIs is a section titled 'PRODUCT ENGAGEMENT ANALYSIS' which includes a bar chart 'TOP 10 CATEGORIES BY PRODUCT ENGAGEMENT'. The chart shows engagement levels for categories AA through HH. To the right of the screenshot is a physical ESL device (LabelNest LN21) displaying a promotional message: '50% OFF', 'Blorè 150ML Cleansing Oil', and prices '\$24.99' and '\$12.99'.

Revision History

Revision Number	Description of Revision	Date of Revision
1	Initial Draft	January 02, 2020
2	Revision	January 10, 2020
3	Initial Release	January 17, 2020
4	Updated Specifications	January 31, 2020

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About the Product

LabelNest[®] ESL LN21™



LabelNest LN21™, is a 2.1-inch electronic display device that can be placed on the shelf and replaced the traditional paper price label. The E-paper display technology boasts a high contrast ratio, makes superior viewing angle at nearly 180°. Each device is connected to the FootfallCam 3D Max™ base station through wireless network. The changes or configuration of the price on the product can be adjusted via LabelNest Analytic Manager software and transmitted to the base station and to the label. The latest content can then be updated on the screen in real time basis with a more efficient way.

Device Specification	
Dimension	Device dimension: 67.5 mm(W) x 33.9 mm(D) x 13.2 mm(H)
Weight	Device weight: 30 g
Display Screen	Screen Size: 2.1 inch (Diagonal)
	Display Size: 49.3 mm(W) x 24.8 mm(H)
	Resolution: 212 Pixel(W) x 104 Pixel(H)
	Pixel Pitch: 0.229 mm(W) x 104mm(H)
	Reflect Contrast: 7:1
	Whiteness Reflect: 33 %
	Viewing Angle: 175°
	Display Colour: Black, Red & White
	Display Model: Dot Matrix Display
Chipset	Texas Instrument CC1310
Casing	White - Made by ABS (Acrylonitrile Butadiene Styrene)
Power	7 W
Battery	2 x CR2450 - up to 5 years (Subjective to Usage)
Time to Refresh	16 second(s)
Ideal Environmental	Operating environment: Temperature 0°C to 50°C
	Storage environment: Temperature -20°C to 80°C
Language	Multi-Language Available.
Bar Code/ QR Code	Yes
Firmware Features	Auto firmware upgrade.
Origin	Made in UK.

Chapter 1: ESL Installation

1.1 Installation Tool

		
ESL holder to hold the label	ESL holder cutter to reduce the length of ESL holder	Mobile phone with internet connection to pair ESL and product

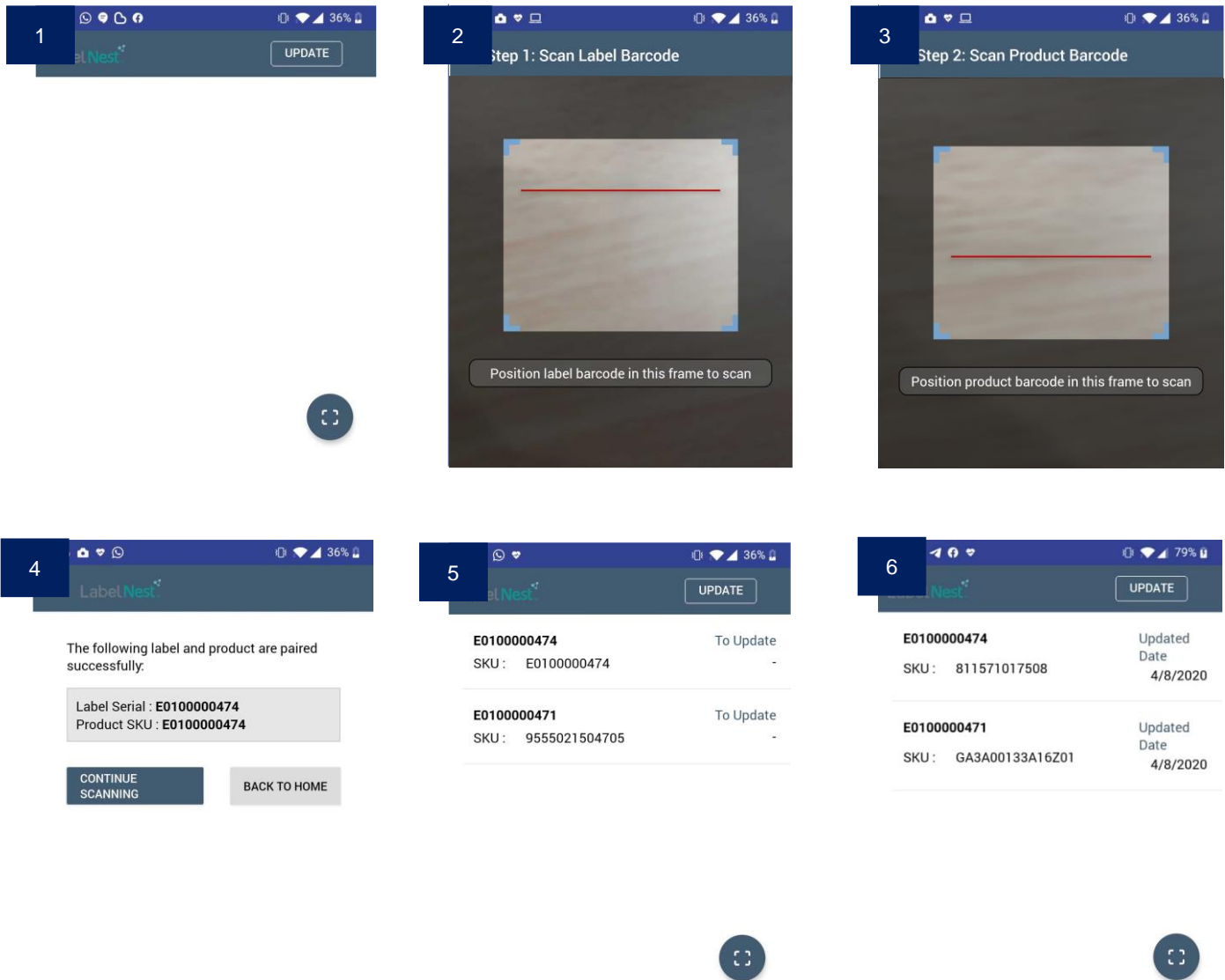
1.2 ESL Pairing

Note

Please install **LabelNest App** in order to perform the following action.
(Android: <https://play.google.com/store/apps/details?id=com.eslpairingapp>)

Ensure that mobile is connected to a FootfallCounter Wi-Fi to update pairing details to the portal

Application only run on Android 9 or later and IOS 13 or later



STEP 1 - Select the **Scanning** icon to at the bottom right to proceed to ESL pairing

STEP 2 - Scan the label barcode at the back of ESL

STEP 3 - Scan product barcode or QR code to be paired with the ESL.

STEP 4 - Label Serial and Product SKU will be shown after pairing. Click **Continue Scanning** to continue next pairing.

STEP 5 - After pairing the ESL(s) and return to Home Page select **Update** to update the pairing details to the portal.

STEP 6 - Make sure all the products' status is **Updated** with latest update date time in the home page for pairing completion.

Chapter 2: Brand List

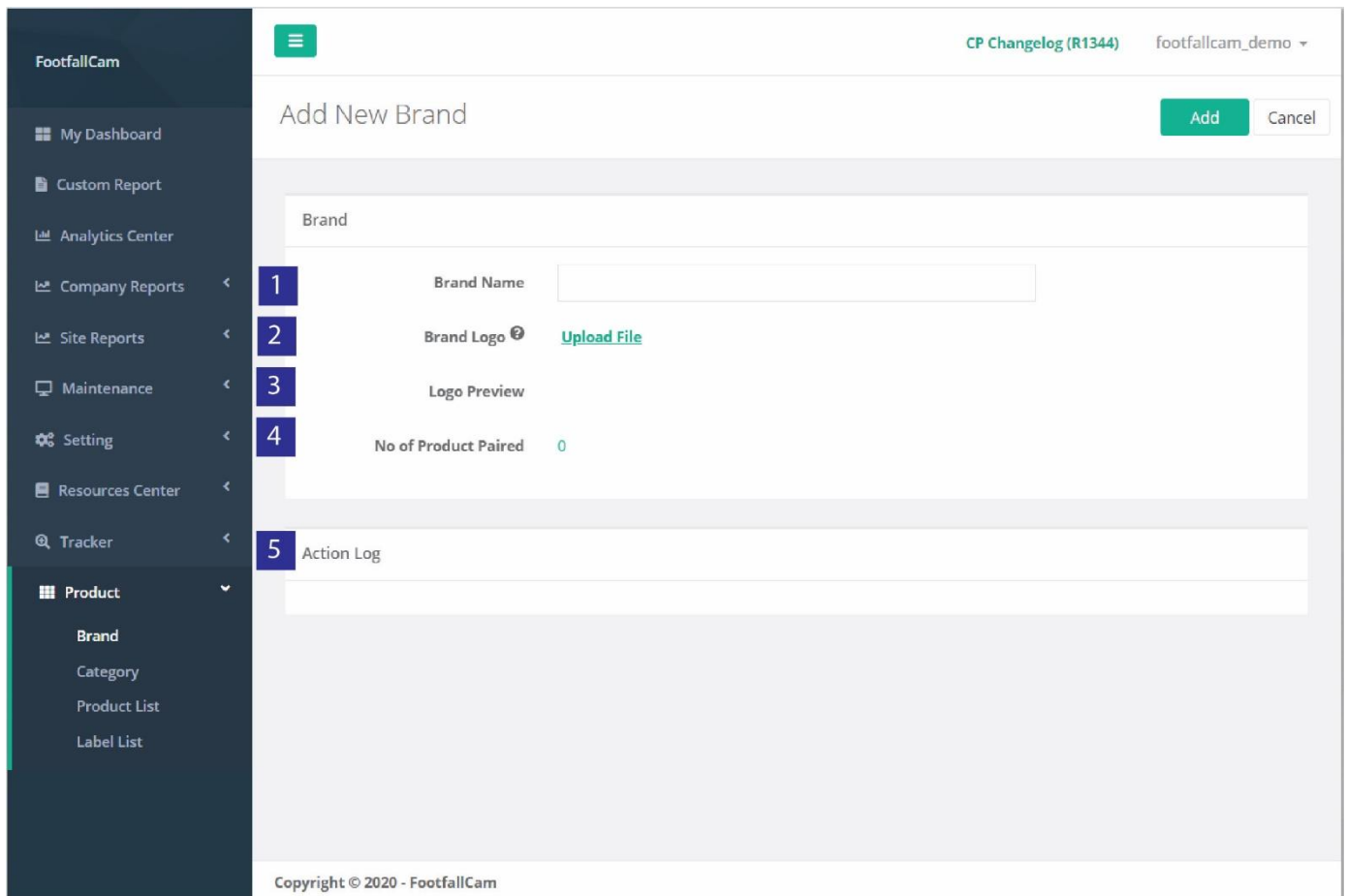
2.1 Create New Brand

STEP 1 - Access to FootfallCam Analytic Manager V8™: <http://portal.footfallcam.com/Account/Login> via Google Chrome.

STEP 2 - Click on **Product > Brand** to access the Brand List page.

STEP 3 - Click on **+ New Brand** button to access the Create New Brand page.

STEP 4 - Complete the process by entering all the required fields and click on **Add** button.



Item	Description
1. Brand Name	Enter a preferred brand name.
2. Brand Logo	Upload brand logo in .png, .jpeg, or .jpg format. (Info: Logo inserted will be display on ESL.)
3. Logo Preview	Brand Logo preview of uploaded brand logo
4. No of Product Paired	Total number of product(s) paired with the brand and click the number link to direct to filtered out product(s) paired with the brand list
5. Action Log	Log all changes made by user(s) with time stamp

2.2 Delete Brand

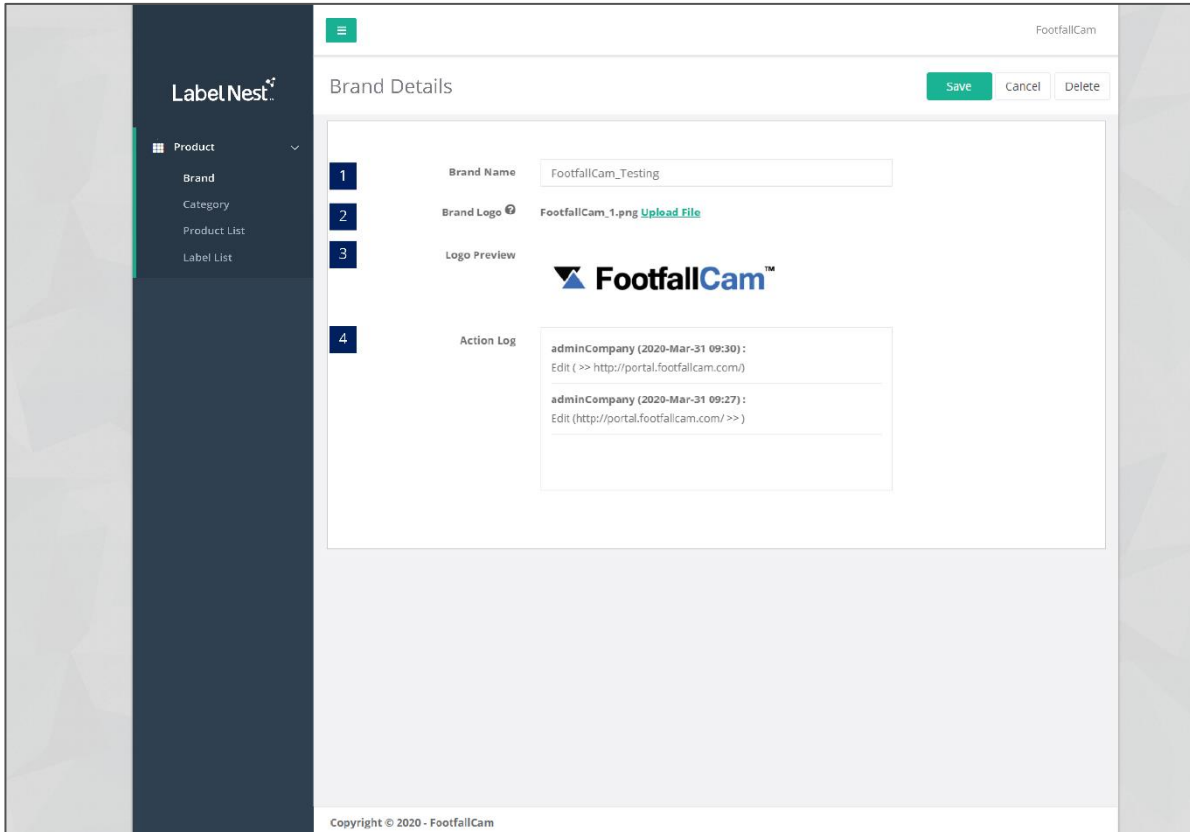
Note

Brand selected **MUST** be unpaired with Product in order to perform the following action.


STEP 1 - Click on **Product > Brand** to access the Brand List page.

STEP 2 - Select the brand to manage and click on **Edit** button.

STEP 3 - Complete the process by click on the **Delete** button at the top-right of the page.



The screenshot displays the 'Brand Details' form in the LabelNest application. The form is titled 'Brand Details' and includes a 'Save' button, a 'Cancel' button, and a 'Delete' button. The form contains the following fields:

- 1** Brand Name: FootfallCam_Testing
- 2** Brand Logo: FootfallCam_1.png [Upload File](#)
- 3** Logo Preview: 
- 4** Action Log:
 - adminCompany (2020-Mar-31 09:30): Edit (>> http://portal.footfallcam.com/)
 - adminCompany (2020-Mar-31 09:27): Edit (http://portal.footfallcam.com/ >>)

Copyright © 2020 - FootfallCam

Chapter 3: Category List

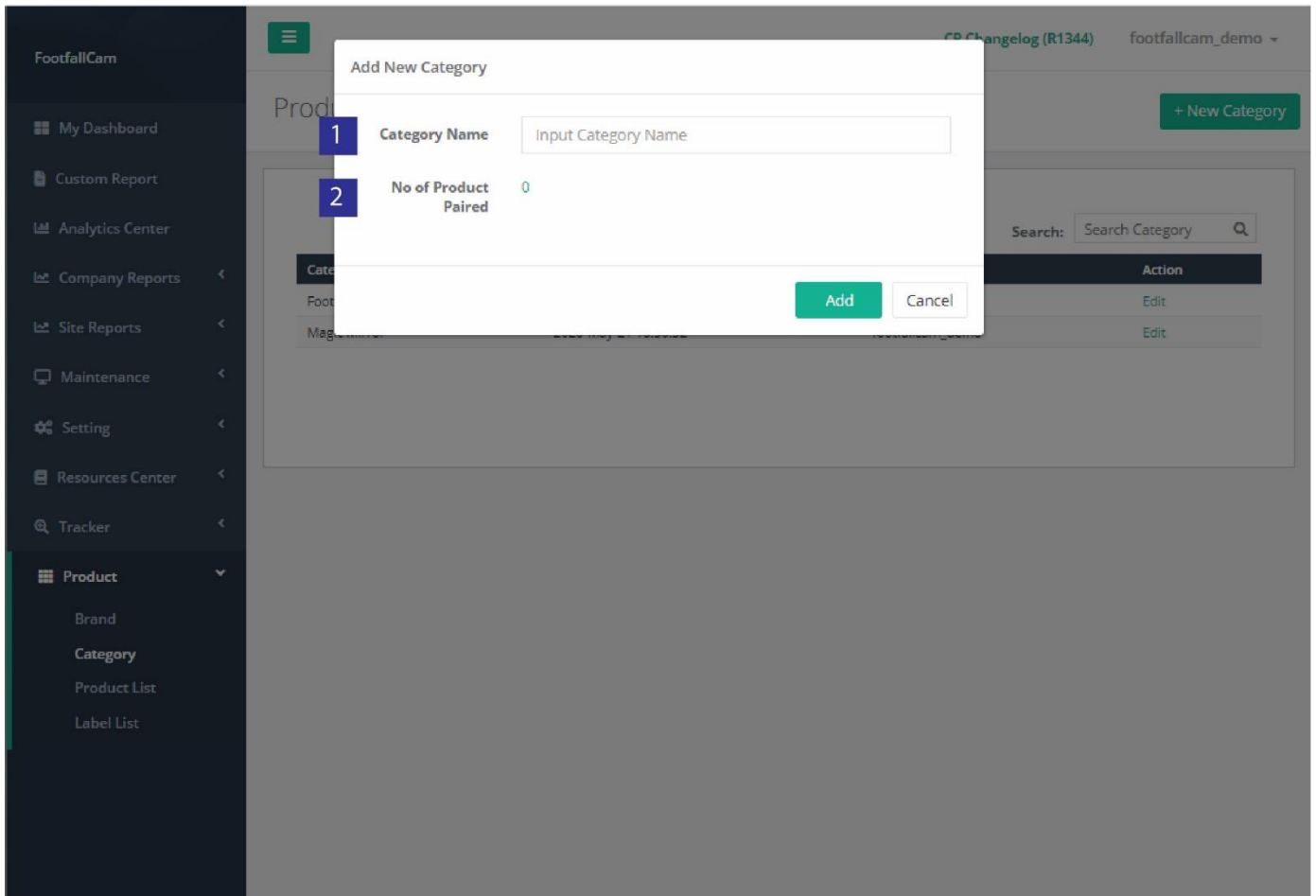
3.1 Create New Category

STEP 1 - Access to FootfallCam Analytic Manager V8™: <http://portal.footfallcam.com/Account/Login> via Google Chrome.

STEP 2 - Click on **Product > Category** to access the Category List page.

STEP 3 - Click on **+ New Category** button to access the Create New Category page.

STEP 4 - Complete the process by entering all the required fields and click on **Add** button.



Item	Description
1. Category Name	Enter a preferred category name.
2. No of Product Paired	Total number of product(s) paired with the category and click the number link to direct to filtered out product(s) paired with the category list

3.2 Delete Category

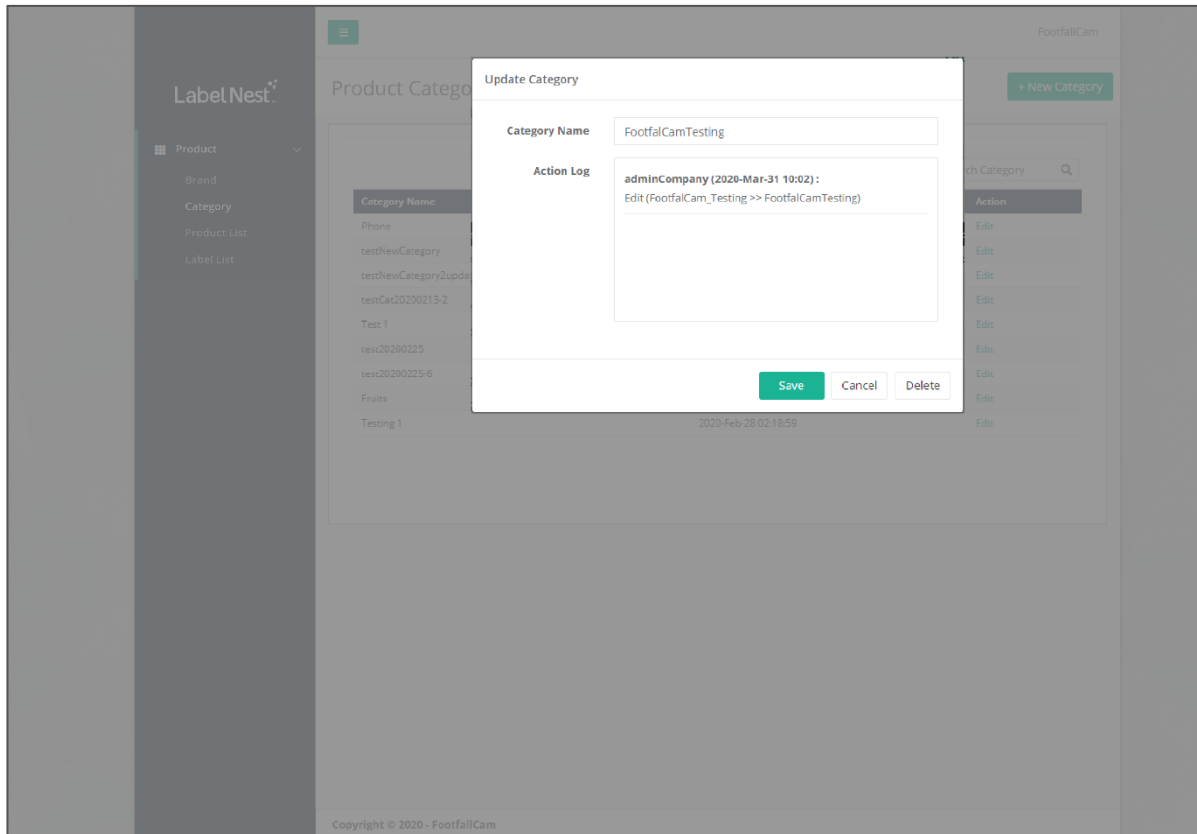
Note

Category selected **MUST** be unpaired with Product in order to perform the following action.

STEP 1 - Click on **Product > Category** to access the Brand List page.

STEP 2 - Select the category to manage and click on **Edit** button.

STEP 3 - Complete the process by click on the **Delete** button at the bottom of the pop-out page.



Chapter 4: Product List

4.1 Create New Product

STEP 1 - Access to FootfallCam Analytic Manager V8™: <http://portal.footfallcam.com/Account/Login> via Google Chrome.

STEP 2 - Click on **Product > Product List** to access the Product List page.

STEP 3 - Click on **+ New Product** button to access the Create New Product page.

STEP 4 - Complete the process by entering all the required fields and click on **Add** button.

The screenshot shows the 'Create New Product' interface. On the left is a dark sidebar with the 'LabelNest' logo and a navigation menu where 'Product List' is selected. The main content area is titled 'Create New Product' and contains two sections: 'Product' and 'Price'. The 'Product' section has seven numbered fields: 1. Product ID* (text input), 2. Product Name* (text input), 3. Brand (dropdown menu), 4. Category (dropdown menu), 5. Description (text area), 6. Barcode* (text input), and 7. QR Code Link (text input). The 'Price' section has four fields: Currency (MYR), Normal Price (0.00), Discounted Price (0.00), and Unit (1.00). There are 'Add' and 'Cancel' buttons at the top right. A copyright notice 'Copyright © 2020 - FootfallCam' is at the bottom.

Item	Description
1. Product ID	Enter a preferred product ID.
2. Product Name	Enter a preferred product name. (Info: Product Name inserted will be display on ESL.)
3. Brand	Select the product brand. (Info: For more information on brand, please refer to Section 2.1 Create New Brand.)
4. Category	Select the product category. (Info: For more information on Category, please refer to Section 3.1 Create New Category.)
5. Description	Enter the product description. (Info: Product description inserted will be display on ESL.)
6. Barcode	Enter the product barcode. (Info: Product barcode inserted will be display on ESL.)
7. QR Code Link	Enter the product QR code link. (Info: Product QR code inserted will be display on ESL.)

4.1.1 Product Pricing Information

adminCompany1

- My Dashboard
- Custom Report
- Analytics
- Company Reports
- Site Reports
- Maintenance
- Setting
- Resources Center
- Marketing Tracker
- Product
 - Brand
 - Category
 - Product List
 - Label List

Barcode:

QR Code Link:

Price

1 Currency [?] MYR

2 Normal Price

3 Discounted Price

4 Unit [?]

5 Unit of Measurement [?]

6 Custom Price + New Custom Price

Search: Q

1 - 2 of 2 < >

Currency	Original Price	Discounted Price	Site	Action
AED	200.00	-	20191114002	Edit
AED	200.00	-	AutoDashboard	Edit

Item	Description
1. Currency	The default currency selected in company profile (Info: Default Currency will be display on ESL, please refer to FFC portal)
2. Normal Price	The normal price of the product (Info: Normal Price inserted will be display on ESL.)
3. Discounted Price	The discounted price of the product (Info: Discount Price is optional and will be display on ESL if inserted.)
4. Unit	The number of physical units assigned to the price of the product (eg. \$10 per 100g, unit = 100) (Info: Unit inserted will be display on ESL.)
5. Unit of Measurement	The physical units to quantify the product sold (eg. Metter, kg, dozen etc.) (Info: Unit of Measurement inserted will be display on ESL.)
6. Custom Price	To input different pricing and currency other than Price Section pricing for different site

4.1.2 Product Other Information

FootfallCam

- My Dashboard
- Custom Report
- Analytics Center
- Company Reports <
- Site Reports <
- Maintenance <
- Setting <
- Resources Center <
- Tracker <
- Product >
- Brand
- Category
- Product List
- Label List

Brand

Category

Description

Barcode

QR Code Link

Price

Currency

Normal Price

Discounted Price

Unit

Unit of Measurement

Others

1 No. of Paired Label 0

2 Last Updated On

3 Action Log

No Action log found.

Item	Description
1. No. of Paired Label	The number of labels being paired to this product information
2. Last Updated On	The last updated date time
3. Action Log	The detail of actions being done to the product page by Login User

4.2 Manage Product Detail

Note

For more information on **Update ESL Display**, please refer to Section [5.1 Manage Label Setting](#).

STEP 1 - Click on **Product > Label List** to access the Product List page.

STEP 2 - Select the product to manage and click on **Edit** button.

STEP 3 - Update the required fields and click on **Save Changes** button.

The screenshot shows the 'Product Details' form in the LabelNest application. The form is divided into two main sections: 'Product' and 'Price'. The 'Product' section includes fields for Product ID*, Product Name*, Brand (dropdown), Category (dropdown), Description (text area), Barcode*, and QR Code Link. The 'Price' section includes fields for Currency (set to MYR), Normal Price (0.00), Discounted Price (0.00), and Unit (1.00). The form has a 'Save' button and 'Cancel' and 'Delete' buttons. The footer of the form indicates 'Copyright © 2020 - FootfallCam'.

Product	
Product ID*	<input type="text"/>
Product Name*	<input type="text"/>
Brand	- Select -
Category	- Select -
Description	<input type="text"/>
Barcode*	<input type="text"/>
QR Code Link	<input type="text"/>

Price	
Currency	MYR
Normal Price	0.00
Discounted Price	0.00
Unit	1.00

4.3 Delete Product

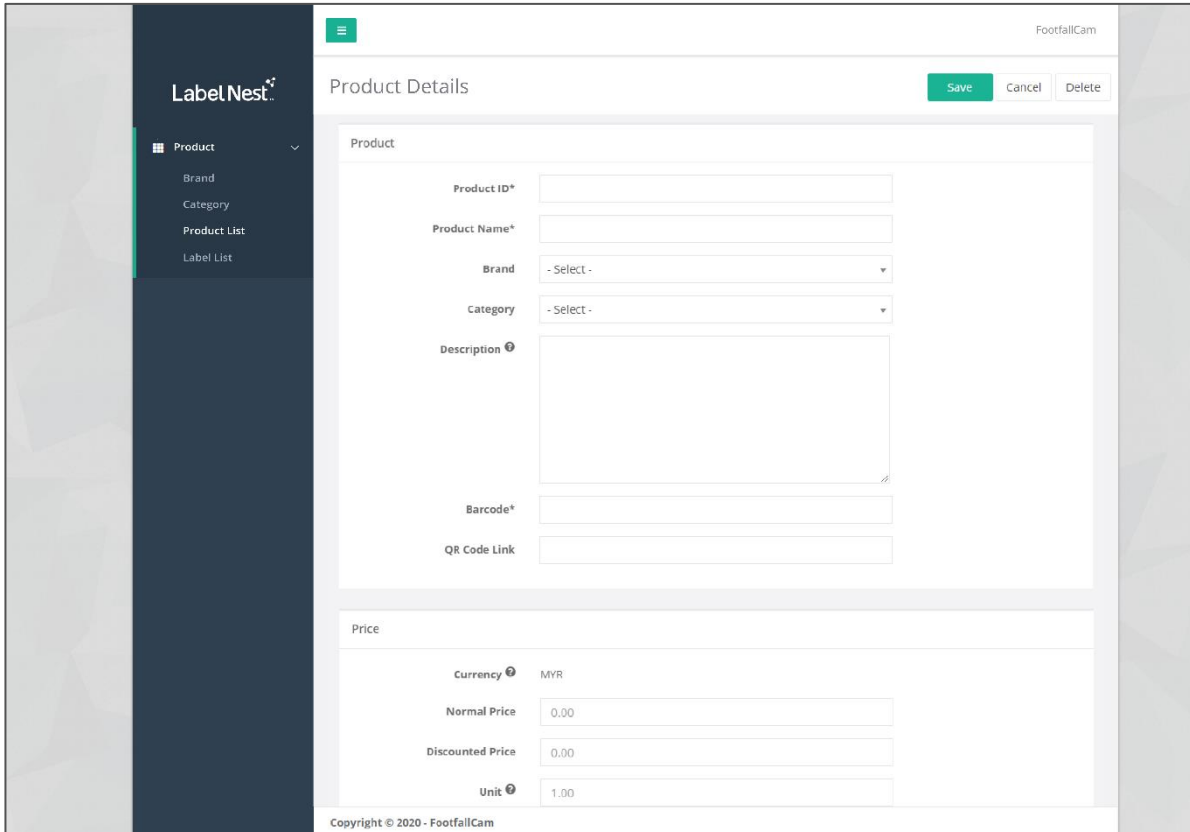
Note

Product selected **MUST** be unpaired with ESL in order to perform the following action.

STEP 1 - Click on **Product > Product List** to access the Product List page.

STEP 2 - Select the product to manage and click on **Edit** button.

STEP 3 - Complete the process by click on the **Delete** button at the top-right of the page.



The screenshot shows the 'Product Details' form in the LabelNest application. The form is divided into two main sections: 'Product' and 'Price'. The 'Product' section contains fields for Product ID*, Product Name*, Brand (dropdown), Category (dropdown), Description (text area), Barcode*, and QR Code Link. The 'Price' section contains fields for Currency (set to MYR), Normal Price (0.00), Discounted Price (0.00), and Unit (1.00). At the top right of the form, there are buttons for 'Save', 'Cancel', and 'Delete'. The left sidebar shows the navigation menu with 'Product List' selected. The footer of the page reads 'Copyright © 2020 - FootfallCam'.

4.4 Add Custom Price

i Note

Each site can only tie to 1 custom pricing else follow the product price section pricing

STEP 1 - Click on **Product > Product List** to access the Product List page.

STEP 2 - Select the product to manage and click on **Edit** button.

STEP 3 – Click **+ New Custom Price**, fill in details, select site to apply pricing and click **Add** to add custom price.

STEP 4 - Complete the overall process by click on the **Save** button at the top-right of the page

Barcode barcode20200225

Custom Price

Currency: United Arab Emirates Dirham

Original Price: 200

Discounted Price: 0

Site

Site Available	Site Selected
20191114	20191114002
20191114003	AutoDashboard
Alex Test	
AutomateTest	
AutomateTest_2	
bradentest	
ESL_PULSAR	
Heatmap	
jeff	
kktest	
QueueManagement	

Save Cancel

4.5 Manage Custom Price

i Note

Each site can only tie to 1 custom pricing else follow the product price section pricing

STEP 1 - Click on **Product > Product List** to access the Product List page.

STEP 2 - Select the product to manage and click on **Edit** button.

STEP 3 – Select Custom Price to manage, click **Edit** and configure the details and click **Save** to apply latest change.

STEP 4 - Complete the overall process by click on the **Save** button at the top-right of the page

Barcode barcode20200225

Custom Price

Currency: United Arab Emirates Dirham

Original Price: 200

Discounted Price: 0

Site

Site Available	Site Selected
20191114	20191114002
20191114003	AutoDashboard
Alex Test	
AutomateTest	
AutomateTest_2	
bradentest	
ESL_PULSAR	
Heatmap	
jeff	
kktest	
QueueManagement	

Save Cancel

Chapter 5: Label List

5.1 Manage Label Setting

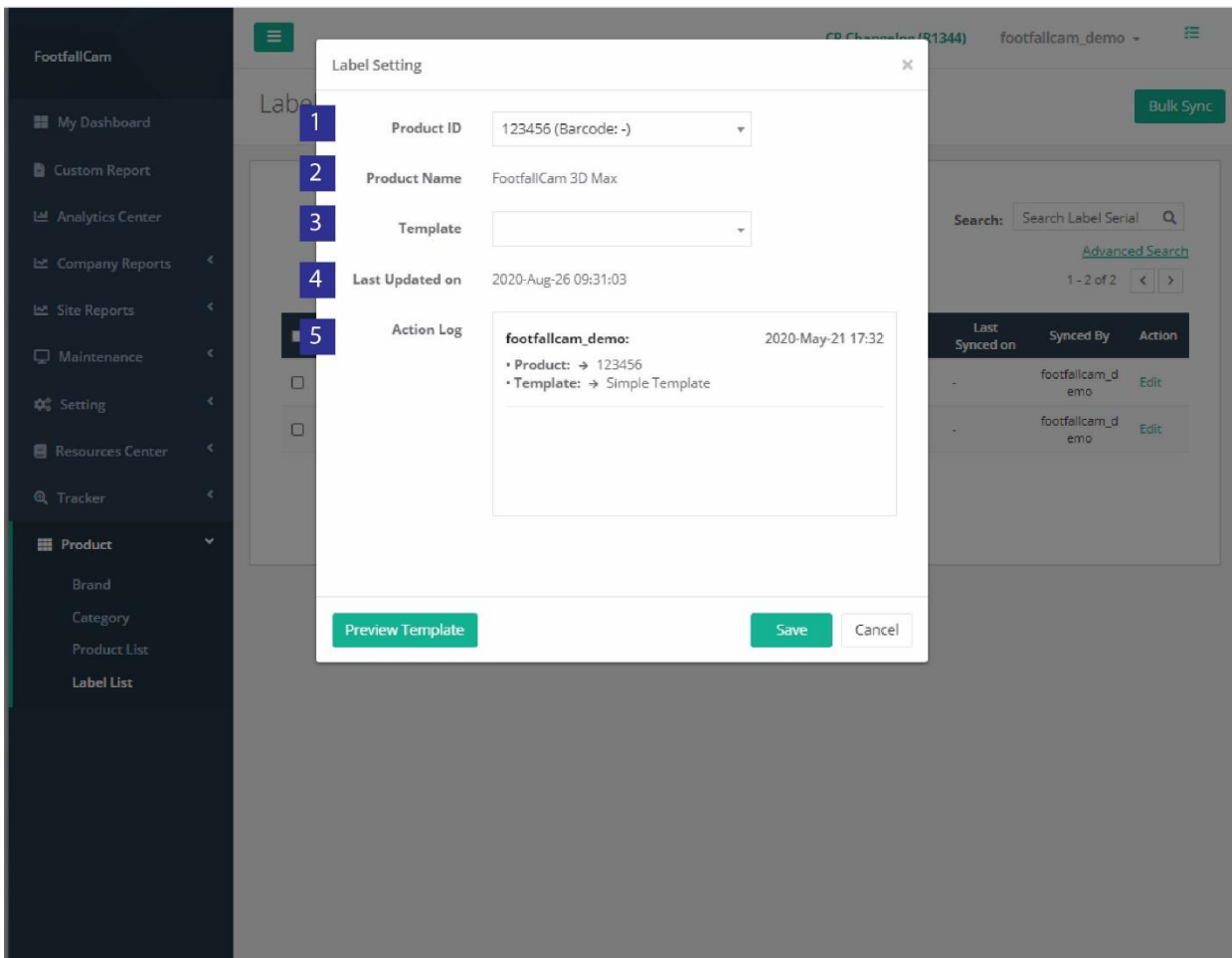
STEP 1 - Access to FootfallCam Analytic Manager V8™: <http://portal.footfallcam.com/Account/Login> via Google Chrome.

STEP 2 - Click on **Product > Label List** to access the Label List page.

STEP 3 - Select the label to manage and click on **Edit** button.

STEP 4 - Select Product ID and Template then click **Preview Template** to preview the template.

STEP 5 - Complete the process by clicking on **Save** button.



Item	Description
1. Product ID	The Product's Product ID to be bind with the selected label (Info: Product ID's Product Detail will be displayed on ESL Tag.)
2. Product Name	The selected product ID name
3. Template	The type of Template Design Available for the selected Label (Info: Template Design will be displayed on ESL Tag.)
4. Last Updated On	Latest time where there is change(s) in the Label Setting.
5. Action Log	The details of action being done to the label setting by Login User

5.2 Sync Label Display

Note

Validation on Sync, Product ID and Label Template **MUST** be selected before syncing

Make sure Sync Status is Synced after syncing is successful

The screenshot shows the 'Label List' interface in the LabelNest application. The table displays the following data:

Label Serial	Update Tag Image	Battery Status	Product ID	Label Template	Signal Strength	Sync Status	Last Synced on	Synced By	Action
248H	Sync	Pending	IP11PM	generalD	-500	-	-	adminCompany	Edit
248J	Sync	Pending	IP11PM	Simple Template[QR]	0	-	-	adminCompany	Edit
248K	Sync	Pending	9123849	-	-500	Failed	-	-	Edit
248M	Sync	Pending	9123850	-	-500	Failed	-	-	Edit
248N	Sync	Pending	9123851	-	0	-	-	-	Edit
248P	Sync	Pending	9123852	-	0	-	-	-	Edit
248Q	Sync	Pending	IP11PM	Simple Template[QR]	0	-	-	-	Edit
248R	Sync	Pending	9123854	-	0	-	-	-	Edit
248S	Sync	Pending	9123855	Simple Template	0	-	-	-	Edit
H240000555	Sync	Ok	SM-G975N	Simple Template	-77	Pending	2020-Mar-11 14:49:51	adminCompany	Edit

Item	Description
1. Label Serial	The Unique Serial Number for the ESL Tag (Info: Label Serial is uploaded by scanning the serial barcode of the ESL)
2. Update Tag Image	Click to update the detail changes onto ESL Tag
3. Battery Status	Show ESL battery status (Info: At Low status recommend to change ESL batteries.)
4. Product ID	Product ID detail binded to the ESL Tag (Info: Selected product ID detail will be displayed on ESL Tag.)
5. Label Template	Type of label template selected for the ESL Tag (Info: Selected label template will be displayed on ESL Tag.)
6. Signal Strength	The Signal connection between the ESL Tag and Base Station
7. Sync Status	Update tag image status (Info:3 status: Synced, Pending, Request Sent)
8. Last Sync On	Successfully image updated time
9. Last Synced By	Last Login User to Sync the Label
10. Action	To trigger Label Setting Pop up to manage selected Label.

5.2.1 Sync Single Label

STEP 1 - Click on **Product > Label List** to access the Label List page.

STEP 2 - Select the label to sync and click on **Sync** button.

STEP 3 - Process will be completed once syncing is done.

The screenshot displays the 'Label List' page in the LabelNest application. The interface includes a dark sidebar on the left with the 'LabelNest' logo and a navigation menu. The main content area features a search bar, a 'Bulk Sync' button, and a table of labels. The table has the following columns: Label Serial, Update Tag Image, Battery Status, Product ID, Label Template, Signal Strength, Sync Status, Last Synced on, Synced By, and Action. The table contains 10 rows of data, with the first 9 rows having a 'Sync' button and a 'Pending' status, and the last row having an 'Ok' status.

Label Serial	Update Tag Image	Battery Status	Product ID	Label Template	Signal Strength	Sync Status	Last Synced on	Synced By	Action
248H	Sync	Pending	IP11PM	generalD	-500	-	-	adminCompany	Edit
248J	Sync	Pending	IP11PM	Simple Template[QR]	0	-	-	adminCompany	Edit
248K	Sync	Pending	9123849		-500	Failed	-	-	Edit
248M	Sync	Pending	9123850		-500	Failed	-	-	Edit
248N	Sync	Pending	9123851		0	-	-	-	Edit
248P	Sync	Pending	9123852		0	-	-	-	Edit
248Q	Sync	Pending	IP11PM	Simple Template[QR]	0	-	-	-	Edit
248R	Sync	Pending	9123854		0	-	-	-	Edit
248S	Sync	Pending	9123855	Simple Template	0	-	-	-	Edit
H2400002555	Sync	Ok	SM-G975N	Simple Template	-77	Pending	2020-Mar-11 14:49:51	adminCompany	Edit

5.2.1 Sync Multiple Labels

Note

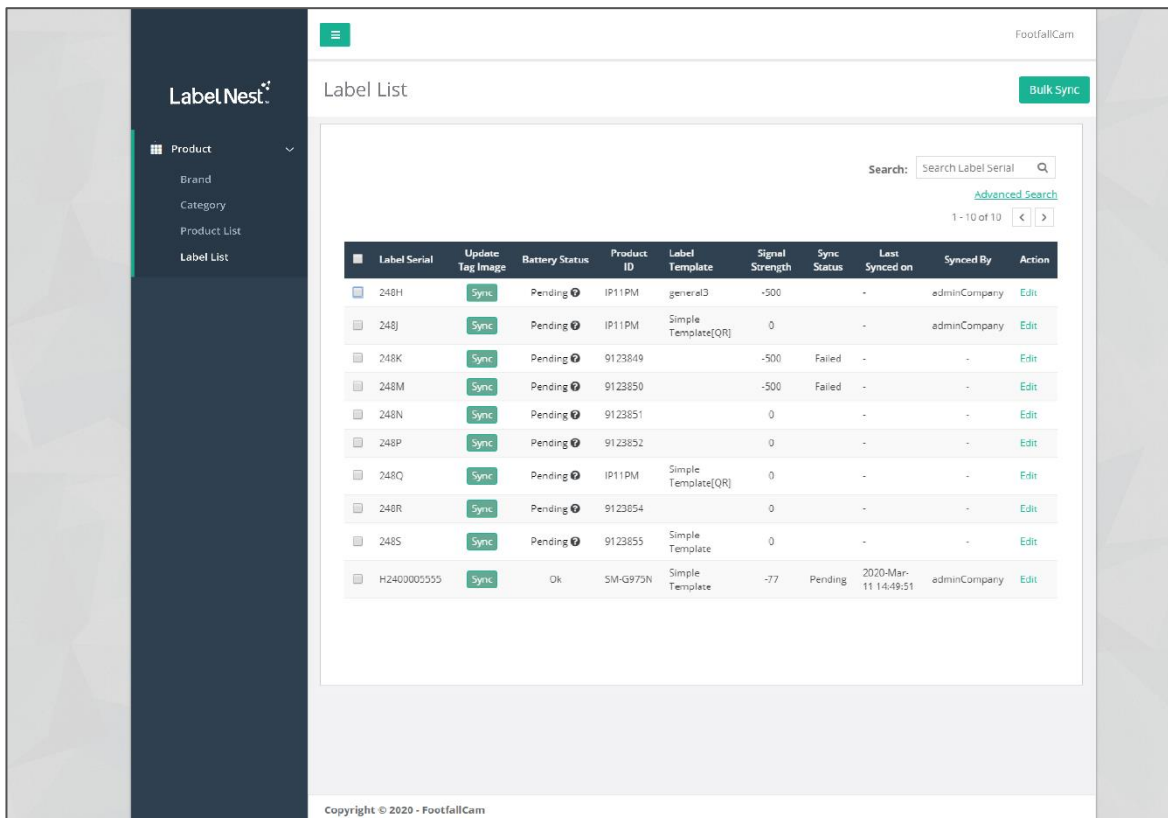
Validation on Bulk Sync, label(s) **MUST** be selected before syncing

STEP 1 - Click on **Product > Label List** to access the Label List page.

STEP 2 - Filter Pending or Failed Sync Status Labels via **Advanced Search**

STEP 3 - Check all the labels to be synced and click on **Bulk Sync** button.

STEP 4 - Process will be completed and sync status will be updated once syncing is done.



Label Nest

Product

- Brand
- Category
- Product List
- Label List

Label List

Bulk Sync

Search: [Advanced Search](#)

1 - 10 of 10

Label Serial	Update Tag Image	Battery Status	Product ID	Label Template	Signal Strength	Sync Status	Last Synced on	Synced By	Action
248H	Sync	Pending	IP11PM	general3	-500	-	-	adminCompany	Edit
248J	Sync	Pending	IP11PM	Simple Template[QR]	0	-	-	adminCompany	Edit
248K	Sync	Pending	9123849		-500	Failed	-	-	Edit
248M	Sync	Pending	9123850		-500	Failed	-	-	Edit
248N	Sync	Pending	9123851		0	-	-	-	Edit
248P	Sync	Pending	9123852		0	-	-	-	Edit
248Q	Sync	Pending	IP11PM	Simple Template[QR]	0	-	-	-	Edit
248R	Sync	Pending	9123854		0	-	-	-	Edit
248S	Sync	Pending	9123855	Simple Template	0	-	-	-	Edit
H2400005555	Sync	Ok	SM-G975N	Simple Template	-77	Pending	2020-Mar-11 14:48:51	adminCompany	Edit

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