

part of 

Pointy

RJ45 / CAT5 Instructions

Table of Contents

Welcome to Pointy from Google	2
What's included	4
Pointy box setup	5
Troubleshooting	7

Welcome to Pointy from Google!

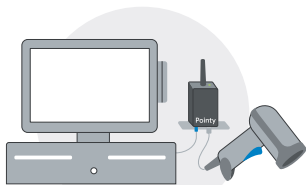
Pointy is a free tool that makes it easier to add your in-store products to your Business Profile on Google Search and Maps along with other local surfaces on Google.

Inside this booklet, you will find instructions on how to set up your Pointy Box and start adding products to Google for free. Setup should only take a few minutes of your time.

It's important to note that the Pointy box only transmits barcode information from the barcode scanner it is connected to. **The Pointy box cannot access any data** from your Point of Sale (POS) system, nor does it slow down the Point of Sale (POS) system or any of the software running on it. The barcode information picked up by the Pointy box is transmitted via cellular network so wifi is not required.

With a Pointy box, you don't need to worry about setting up complex feeds or uploading product descriptions and images as this is all done for you. As you scan a product, the Pointy box picks up the

UPC/EAN barcode number via cellular network, finds an image and description to match and adds it to local surfaces across Google. This helps customers searching on Google to see what products you carry and visit your brick and mortar store to make a purchase.



**Plug the Pointy box
between your POS
and barcode scanner**



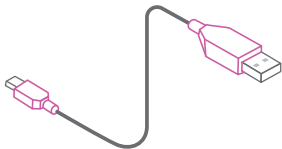
**Scan your in-store
products as you
sell them**



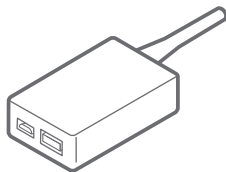
**Your products are
added to local surfaces
across Google**

For help with setting up your Pointy box or to learn more about where your in-store products can appear on Google, visit **g.co/PointyHelp**.

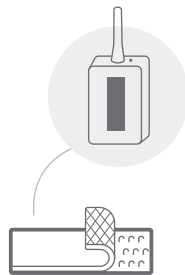
What's included



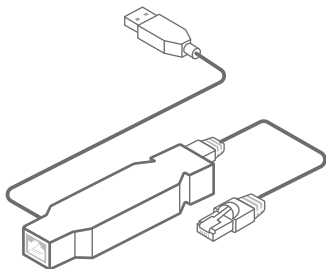
Purple USB power cable



The Pointy box



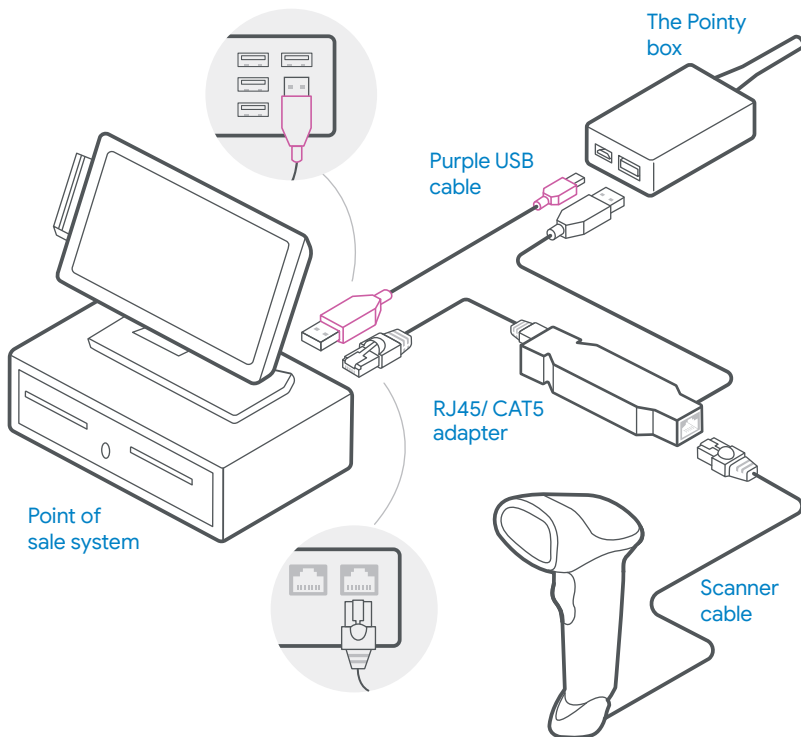
VELCRO® strip



RJ45 adapter

In this package, you'll find everything you need to connect Pointy to your POS, including a Pointy box, purple USB power cable, a VELCRO® strip and adapter.

Pointy box setup



Setting up your Pointy box

- 1 Power down your POS system and barcode scanner. Make sure you have any login codes or passwords you may need beforehand.
- 2 Disconnect your barcode scanner from your POS then connect your barcode scanner to the RJ45/CAT5 adapter.
- 3 Connect the RJ45/CAT5 adapter to your POS, where your barcode scanner was previously connected.
- 4 Connect the USB end of your RJ45/CAT5 adapter to the large USB port on the Pointy box. Then connect the small port on the Pointy box to your POS using the purple USB cable. If you don't have a spare USB port on your POS, you can instead connect the purple power cable from the Pointy box to a USB charger that has been plugged into a power outlet.
- 5 Power up your POS system.
- 6 When you see a solid green light, scan any five UPC barcodes to activate Pointy. If you are a new retailer, you will receive an email within 24 hours confirming that the Pointy box has been activated.

Troubleshooting

Barcode scanner/point of sale issues

If your POS or barcode scanner isn't working properly, try restarting your POS. Make sure you know your login codes/passwords. If the issue persists, try disconnecting and reconnecting the Pointy box.

Status light

Solid green light: The Pointy box is connected to the cell network.

No light: The Pointy box isn't on. Double check the connections.

Blinking green/purple light: The Pointy box is connecting to the network.

Solid purple light: The Pointy box is charging.

If everything is connected properly and you never see a solid green light, try the following:

- Move the Pointy box so it's on top of the store's counter/desk. You can secure it with the VELCRO® strip included, if needed.
- Ensure that the Pointy box has a clear line of sight to the nearest window or door and that it's at least 4 inches (10cm) from any other electrical devices.

- Ensure the Pointy antenna is pointing up. Remove any obstructions that might be blocking Pointy's antenna from connecting to the cell network.

If Pointy hasn't connected to the network after 3 days:

- Unplug the Pointy box from the scanner and POS.
- Find the nearest power outlet close to a window.
- Plug the Pointy box into a powered USB port (for example, a smartphone charger) via the purple USB cable.
- Once the light on the Pointy box goes green, reconnect it to the POS and scanner.

WARNING: There must be no additional adapters between the barcode scanner, Pointy box, and the POS.

Support

For help or to order an adapter, visit the
Pointy Help Center on g.co/PointyHelp.



1 1 1 8 1 3 1