# Pointy

USB Instructions

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# 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.
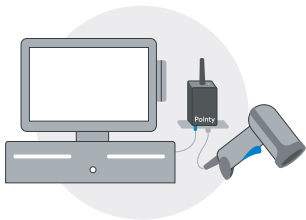
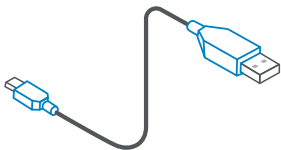**Plug the Pointy box between your POS and barcode scanner**
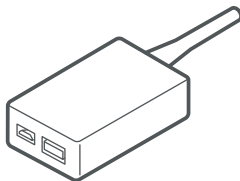
**Scan your in-store products as you sell them**

**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.**
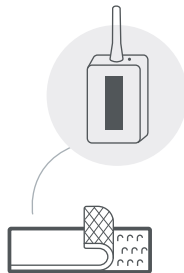
# What's included


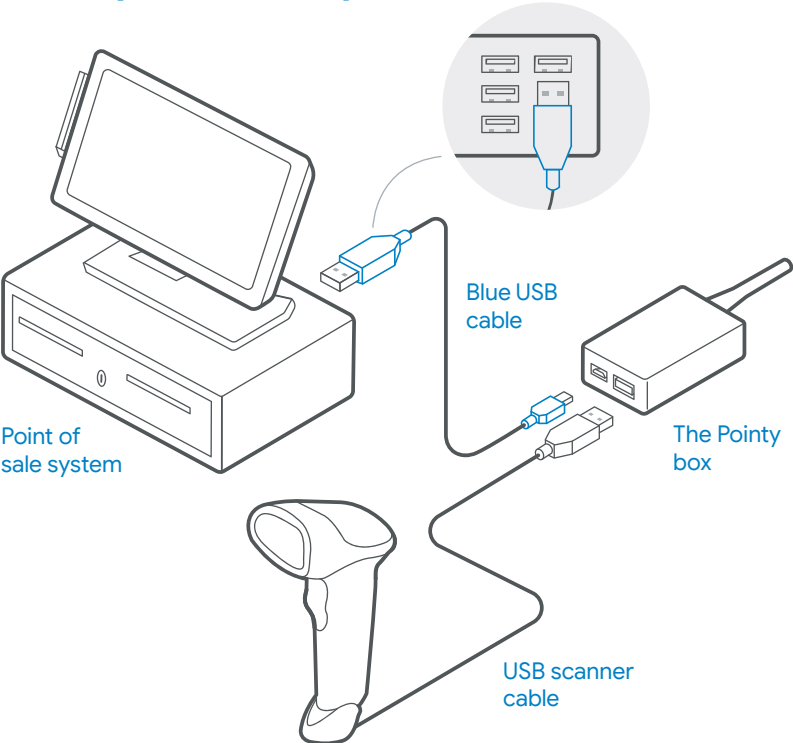
2x blue USB power cables
(1x spare)

The Pointy box

VELCRO® strip

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

## Do you need an adapter?

If you have a non-USB scanner, please order an adapter free of charge. Visit **g.co/PointyHelp** to get started

# Pointy box setup



Point of
sale system

Blue USB
cable

The Pointy
box

USB scanner
cable

# Setting up your Pointy box

① Disconnect your scanner from your point of sale system. Then insert Pointy's blue USB cable into the USB port you just disconnected the scanner from.

② Connect the small end of the blue USB cable into the Pointy box then connect the barcode scanner to the larger port on the Pointy box.

③ 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 blue USB cable.
• Once the light on the Pointy box goes green, reconnect it to the POS and scanner.

# Support

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