



SWIRL Beacon

Model: 4XAA

**Micro-Location Services for SWIRL Mobile
Marketing Platform**

Beacon Getting Started Guide



FCC Compliance Statement

This device complies with Part 15 of the FCC Rules. Operation is subject to the following two conditions: (1) this device may not cause interference, and (2) this device must accept any interference received, including interference that may cause undesired operation.

CAUTION: Change or modification not expressly approved by the party responsible for compliance could void the user's authority to operate this equipment. This equipment has been tested and found to comply with the 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 a residential installation. 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 harmful interference to radio or television 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.

CAUTION: Any changes or modifications not expressly approved by the grantee of this device could void the user's authority to operate the equipment.

RF Exposure Warning This equipment must be installed and operated in accordance with provided instructions and the antenna(s) used for this transmitter must be installed to provide a separation distance of at least 2.5 cm from all persons and must not be co-located or operating in conjunction with any other antenna or transmitter. End-users and installers must be provided with antenna installation instructions and transmitter operating conditions for satisfying RF exposure compliance.

Industry Canada Compliance Statement

This device complies with Industry Canada licence-exempt RSS standard(s). Operation is subject to the following two conditions: (1) this device may not cause interference, and (2) this device must accept any interference, including interference that may cause undesired operation of the device.

Le présent appareil est conforme aux CNR d'Industrie Canada applicables aux appareils radio exempts de licence. L'exploitation est autorisée aux deux conditions suivantes : (1) l'appareil ne doit pas produire de brouillage, et (2) l'utilisateur de l'appareil doit accepter tout brouillage radioélectrique subi, même si le brouillage est susceptible d'en compromettre le fonctionnement.

SWIRL Beacon Components

A - Bottom Case with Adhesive Mounting Tape/Velcro

B - Top Case with Mounted Circuit Board and Battery Holder

C - 4 AA Alkaline Batteries

Getting Started

1. Power on the beacon by pressing the power button on the front of the beacon enclosure.

2. Once the power button has been pressed the Swirl Beacon will automatically start broadcasting and advertising its presence. The beacon will automatically be placed into a continuous broadcasting state until the battery is removed or depleted of its power or the beacon is powered off via the power button.

Note: The beacon will provide a visual indication upon powering on via the flashing of a small green LED light to the left of the power button. Beacon operation and battery levels are monitored within the Swirl Administration Console.

3. To position the beacon, peel off the top film liner of the supplied adhesive/velcro and place in desired location (see Best Practices for Beacon Placement document for placement recommendations and guidelines). Apply moderate pressure for 5-10 seconds.

4. To remove the beacon from a wall or fixture, twist the bottom section of the beacon case in either a clockwise or counter clockwise manner while pulling the beacon away from the wall or fixture until the adhesive/velcro separates.

Note: The desired area and distance that a beacon will record a detection event can be set and configured in the Swirl Console.

5. Once a beacon is powered on and positioned, the beacon must be activated in the Swirl Console (refer to the Swirl Console user guide on how to activate a sensor). This activation may also be achieved using the Swirl Beacon Manager mobile application.

6. To remove or replace a beacon's batteries, open the case by pulling apart the snap fit closure at the parting line. Pop out the batteries by applying moderate upward pressure until released from the holders.

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