

ESP Mobile HD for iPhone

User Guide

The screenshot displays the mobile application interface. At the top, there is a search bar with the text "search products" and a search icon. To the right of the search bar is a notification icon with the number "2". Below the search bar is a product listing for a "2" White Plastic Light Up LED YoYo". The listing includes a photograph of a child with several colorful light-up yo-yos. A yellow banner in the top left corner of the product image reads "PRODUCT OF THE DAY". Below the image, the product title is "2" White Plastic Light Up LED YoYo", followed by the list price "List price: 192 @ \$1.74" and the supplier information "asi/42016 Brighter Promotions Inc". Two buttons are located below the product information: "Add to Clipboard" and "Full Details". At the bottom of the screen is a navigation bar with four icons: a house for "Home", a money bag for "Top Sellers", a newspaper for "News", and gears for "My ESP". Above the navigation bar, there are logos for "AMERICAN ACCENTS" and "e" (ESP logo).

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Accessing ESP Mobile HD

The first step to accessing ESP Mobile HD is to have an ESP Web account. If you have not already upgraded to ESP Web from ESP Online, please click on this link:

<http://espweb.asicentral.com/Default.aspx?appCode=ESPU>

You can use your ESP Online account to upgrade to your free ESP Web account. There is no charge for upgrading to ESP Web and you will still be able to use your ESP Online.

The screenshot shows the 'Upgrade to ESP Web' login page. At the top left is the 'espweb upgrade' logo. Below it is a blue header bar with the text 'Upgrade to ESP Web'. The main content area contains a login form with three input fields: 'ASI #', 'ESP Online E-mail Address', and 'ESP Online Password'. Below these fields are two buttons: 'Forgot My Password' and 'Login'. A red box highlights the three input fields, and a red arrow points to the 'Forgot My Password' button. To the right of the form is a 'Help' section with the text: 'If you need assistance, contact ASI Product Support at 800-546-1350, option 2 or e-mail support@asicentral.com'.

By creating an ESP Web account, you are also creating your login for ESP Mobile HD.

After creating an account, download the ESP Web Mobile HD from the Apple Store. This app is also available for the iPad.

Now, the ESP Mobile HD App will be available on your iPhone. Click on the ESP icon from the home screen. Once you open the ESP Mobile HD app, you will be prompted to login.

Note: you may have to scroll to the right to access additional downloaded apps on your iPhone.

Logging In

Login using your ESP Web information. Type in your ASI Number, ESP Web Username, and Password.

If you cannot remember your username or password, please use the links at the bottom: “Forgot your username” or “Forgot your password” to recover this information. You can touch the checkbox for “Remember me” so that your information will automatically be filled in for you.

After you have entered in this information, click on the Go button.

If you need assistance logging in, please contact ASI Product Support at 800-546-1350, prompt 2 or email support@asicentral.com.

ESP Mobile HD Homepage

When you first log in, you will be greeted by a product from one of our suppliers. This will display for three seconds or until you touch the Skip Ad button.

On the ESP Mobile HD homepage, you will see the “Product of the Day” which is provided by an ASI Supplier.

If you are interested in this product, you can touch on the Full Details button to see more information about that product or click on the Add to Clipboard to add this product to the Clipboard.

At the top, there is a Quick Search bar where you can enter keywords to search.



Also at the top, you can touch your Clipboard to view the items that are saved there.

The E at the bottom is where you can touch to open the navigation area of ESP Mobile HD.

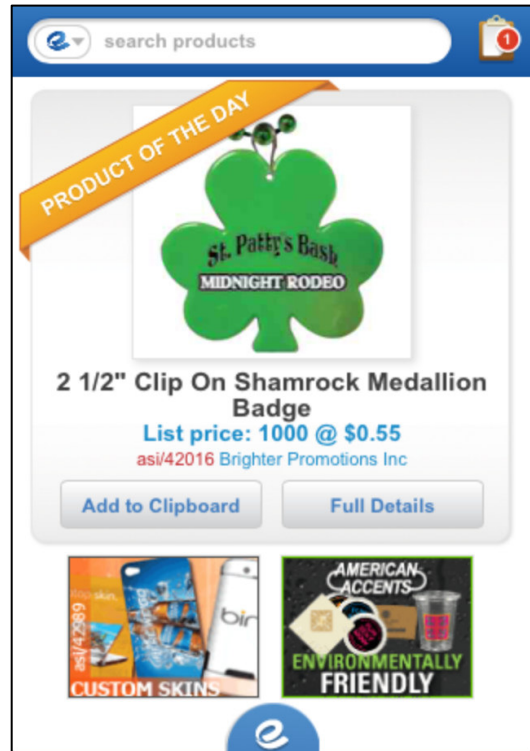
There are four options which display: Home, Top Sellers, News, and [My ESP](#). You can click to go to Home, which will return you to the ESP Mobile HD homepage.

You can also click on Top Sellers to access the various categories and the products contained within those categories.

The News button will bring you into the ASI News area where you can view articles from our award winning publication, Counselor® Magazine.

The [My ESP](#) area is where you can access your Recent Searches, Mobile Preferences, Settings, FAQs, Submit feedback, Contact Information and Account Settings.

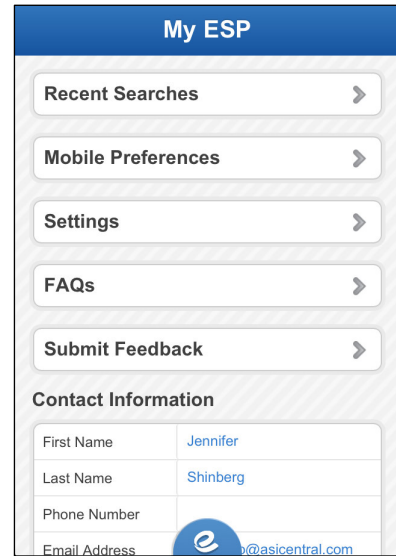
All of your account information will be available here. You can use the Edit button at the top to edit any of your Contact or Account information. This section is also where you should go to log out of the application.



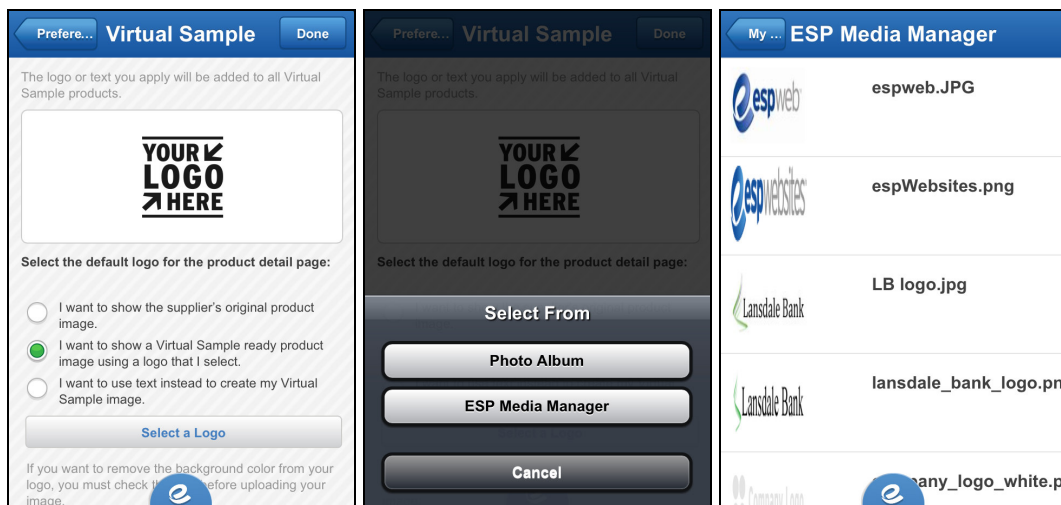
My ESP

Within the My ESP section, there are several options available to help you customize your ESP Mobile:

- **Recent Searches:** Access your most recent searches.
- **Mobile Preferences:** There are two options in this area, Client Safe and Virtual Sample.
 - The Client Safe is for when you want to hide the Net Cost and Supplier Information when searching, such as during a client meeting or if you intend to send the product detail page to your customer. You can just uncheck the boxes for Show Net Cost and Show Supplier Information to hide this information.
 - The Virtual Sample section enables you to set a default for all virtual sample enabled images.



You can use the supplier's original product image, select an image from your device's photo album or the ESP Media Manager or create a text logo.



If you upload your own image, you can use the checkbox to Remove Background Color. When you are finished, click on the Done button.

- **Settings:** There are two options in this area: Send to Customer Email – Default and Email Signature – Default.
 - The Send to Customer Email – Default is the subject and text for all emails sent from ESP Mobile. For example, when you are sending a product page, this is the subject and body text for the email that will automatically populate.
 - The Email Signature – Default is how you would like your email signature to appear on emails sent from ESP Mobile.

- **FAQs** : This section enables you to access a frequently asked questions database for quick answers 24-7!
- **Submit feedback**: This area is where you can submit enhancement and suggestions as well as report any issues in the system. Click Submit when you are finished.
- **Contact Information/Account Settings**: This section contains the user information for your ESP Web, your first name, last name, phone number and email address are in the Contact Information section.

In the Account Settings, you will see your log in information: your ASI number, username and password.

The Contact Support button will display the email address and phone number for the ASI Technical Product Support department.

The Reconnect to Notifications button will connect your ESP Mobile to future notifications from ASI.

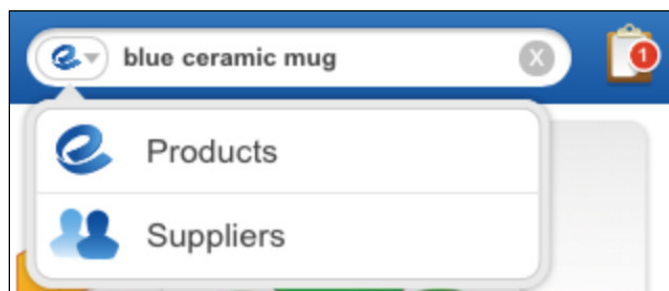
The red Log Out button will sign you out of ESP Mobile HD.

Searching

You can do a quick search for products on ESP Mobile HD. Just click in the Quick Search bar at the top and then use the keypad to type search terms. You can also use the microphone in the keyword to use speech-to-text! Just touch the microphone, say your keywords and then click on

As you can see in the example on the right, “blue ceramic mug” has been entered in the Quick Search bar.

You can use the dropdown “e” in the Quick Search bar select to search for Products, or to search for Suppliers.

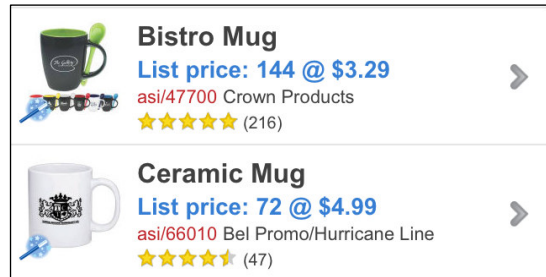


The default is a Product search.

To begin the search, type (or speak, using the speech-to-text feature) your search terms and then click on the blue Go button at the bottom right of the keypad.

On the Product Results page, you will see:

- A thumbnail image of the item
 - If the image is virtual sample enabled, you will see the wand icon.
- Brief summary
- List price
- Supplier ASI number
- Supplier Name
- Supplier Rating



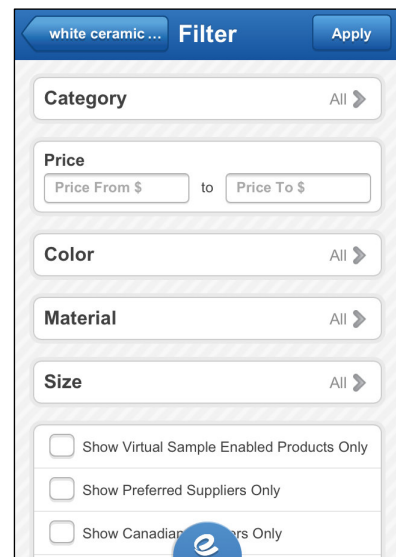
There are also two buttons on the results page: Filter and Sort.

The Filter Button enables you to narrow your results by:

- Category
- Price (List Price)
- Color
- Material
- Size
- Show Virtual Sample Enabled Products Only
- Show Preferred Supplier Only
- Show Canadian Suppliers Only
- Show Canadian Friendly Suppliers Only.

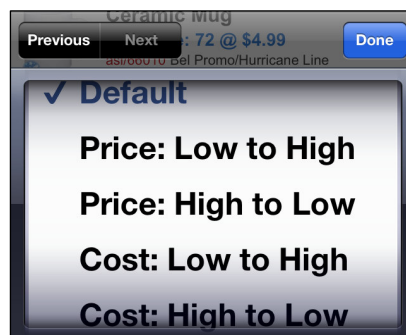


You can select one or more of these options to filter your results by. When you have entered the criteria you would like to use to filter, click on the Apply button.



The Sort Button enables you to sort your current product results. The sort options are:

- Default
- Price: Low to High
- Price: High to Low
- Cost: Low to High
- Cost: High to Low
- ASI Number
- Supplier Rating
- Preferred Rank



Use your finger to scroll down the list of available options and then tap the sort option you would like to use. Click Done when you have made your selection.

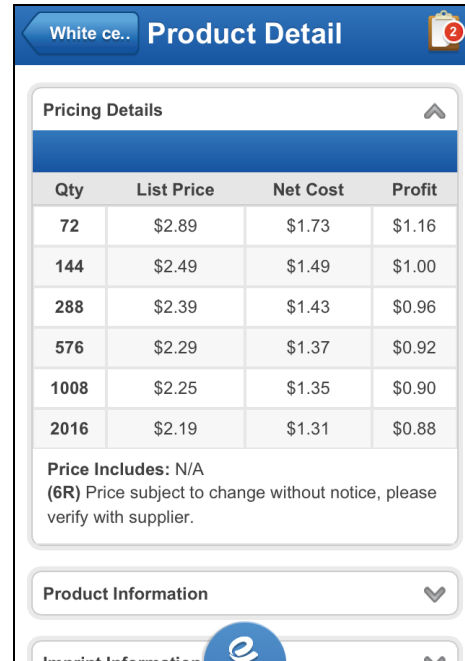
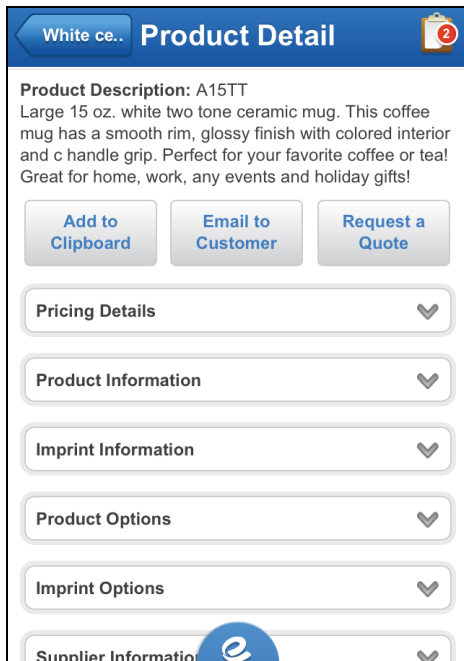
After you have filtered or sorted the product results to find just the right item, you can click on the arrow to the right of the product listing to go to the Product Detail page and view more information for that product.

On the Product Detail page, you will see:

- A brief summary of the item
- Supplier ASI Number, Name, Rating and Phone Number
- Previous Product and Next Product buttons
- Product Image
- Create a Virtual Sample button (if virtual sample enabled)
- Virtual Sample Image
- Save Image
- Product Number
- Full Description
- Download Image button
- Add to Clipboard button
- Email to Customer button
- Request a Quote button
- All other product attributes, such as Pricing Details, Product Information, Imprint Information, Product Options, Supplier Information and Product Safety Warnings.



To view the additional attributes, you will need to scroll down. You can click on any of the additional attributes to expand that section and view the information.



Clicking on the Add to Clipboard button will add the product onto your Clipboard. You will receive a confirmation that this action was successful. Click the OK button to return to the Product Detail page.

Creating Virtual Samples

You can create virtual samples on ESP Mobile HD. To do this, go to the Detail view and click on the “Create a Virtual Sample” button below the product image.

There are two options for adding a virtual sample: You can add a logo by using an image from your device’s photo albums or the ESP Media Manager. If you do not have an image, you can also create a text logo.

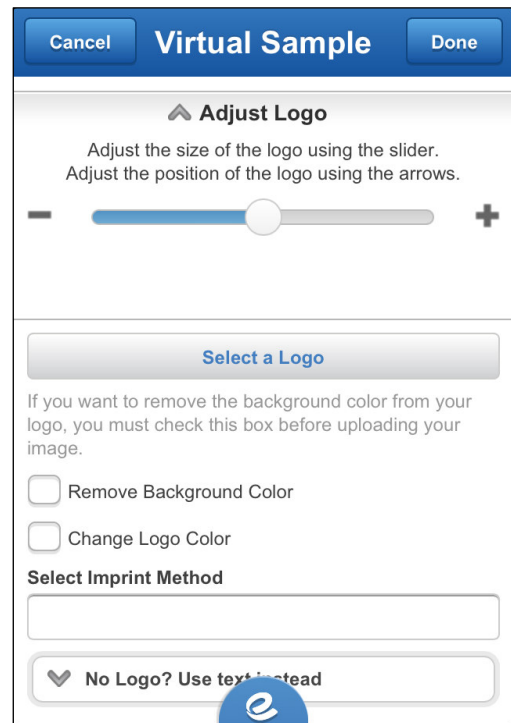
To access upload an image, click on the Select a Logo button and then select Photo Album or ESP Media Manager.

Note: You will want to touch the “Remove Background Color” checkbox first prior to uploading an image.

You can then press and drag the slider between the “+” and “-” to scale the image.

You can use the four directional arrows to move the logo around in the available virtual sample area or use the circle button in the middle to center your logo.

Then, touch Select Imprint Method to select from the available imprint methods for this product, such as Silkscreen.



If you do not have an image, you can touch the “No Logo? Use text instead” option.

In the text box, use the keypad to enter the text. Then, use the text options to configure the text. Click “Done” when you are finished.

Using the Clipboard

Clicking on the Clipboard icon will open the Clipboard area. You click on the product listing to view the Product Detail page for that item.

You can click on the arrow icon at the top to send the products or remove them from the clipboard.



You can use the Select All or mark items individually using the checkbox in front of the item.

You can use the arrow (“>”) to view the Product Detail page in its entirety.

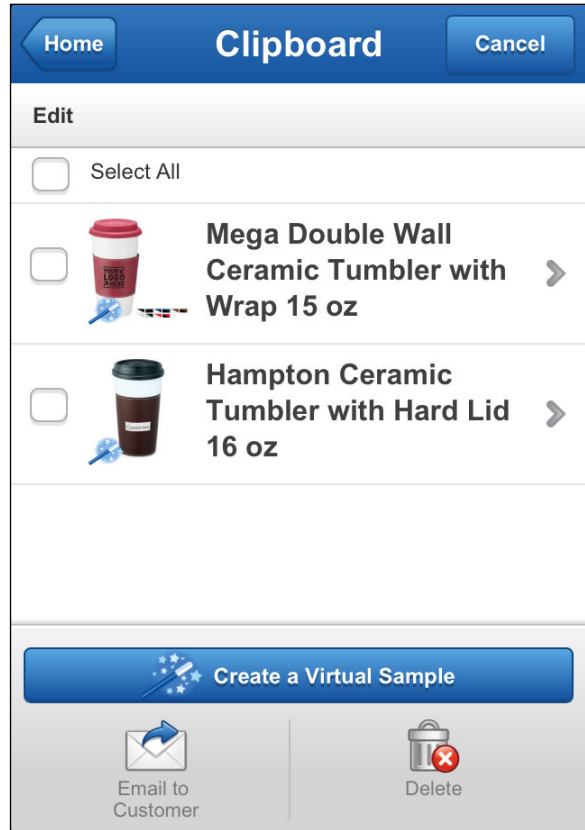
To create a virtual sample, select a product using the checkbox and then touch on the “Create a Virtual Sample” button.

Touch the Send to Customer to send the product detail page(s) for the selected product(s). Please review the [Sending Products to Customers](#) section for more information on how to email product information.

You can also delete a product from the Clipboard by marking products, then touching the Delete icon.

Please note: Items added to the Clipboard from ESP Mobile HD will also be available on the Clipboard in ESP Web.

Use the Home back button to return to the Summary View.



Sending Products to Customers

From the Product Detail page or the Clipboard, clicking on the Send to Customer button will open the sending area. The sending area is where you can select to send the Product Detail page as a PDF or HTML link.

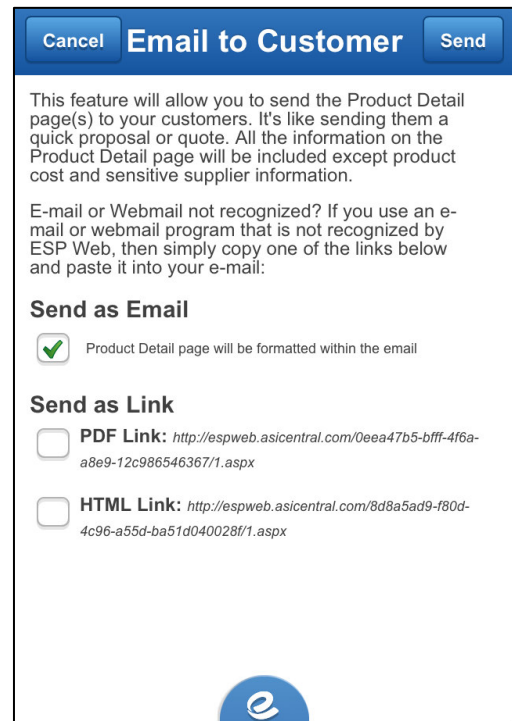
The Send as Email option will put all of the product information directly into the body of the email.

The Send as Link option will enable you to have a link in your email that clients can click on to view the product information in the format you selected.

After making your selections, click on the Send button and your email app will open.

Then, type in your client’s email address, make any changes to the subject or body text you would like, and then send the email!

You are able to establish defaults for the email subject and body text in the [My ESP](#) area.



Request a Quote

You are able to click on the Request a Quote button from the Product Detail page. Then, select your email app and the information for product will be included in an email that is automatically addressed to the supplier. The subject line will read “Quote Request”.

You are able to type any additional information you wish, as well as change the text. Then, just send!

Logging Out

To log out, click on the Blue “e” at the bottom. Then, click on My ESP. Scroll down to the bottom of the page and click on the red Log Out button at the bottom.