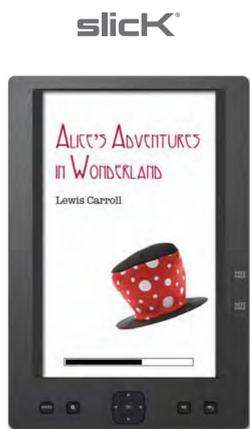


In the box

Location of controls

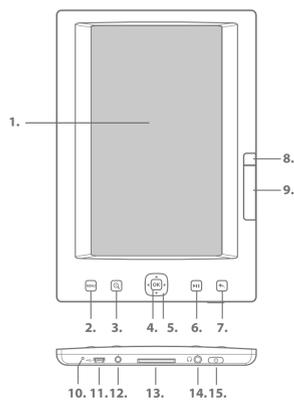
Basic operation



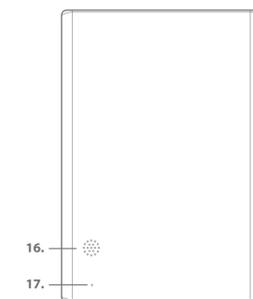
e-Reader

ER700

BORDERS
eBOOKS



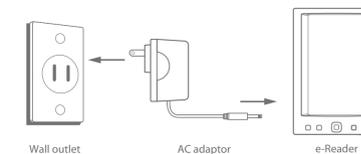
1. "color display"
2. [MENU]: Displays the function menu for each mode
3. [Q]: Displays the zoom option
4. [OK]: Confirm the selection
5. []: Move right, next, forward
6. []: Move left, previous, backward
7. []: Move up, increases the volume
8. []: Move down, decrease the volume
9. []: Play/pause audio, video & slideshow
10. []: Return to previous screen



8. [PREVIOUS PAGE]: Go to previous page
9. [NEXT PAGE]: Go to next page
10. Battery indicator
11. Mini USB port
12. Charging jack
13. SD/MMC card slot
14. Earphone jack
15. []: Power on/off
16. Speaker
17. RESET hole

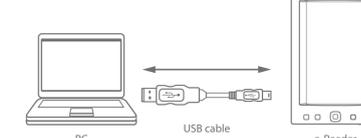
Charging the battery:

- Connect the e-Reader to a wall outlet using the included AC adaptor.



OR

- Connect the e-Reader to the computer using the included USB cable.



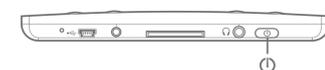
When charging, the indicator light is red, and it will turn green after it is fully charged.

Note: For faster charging, use the AC adaptor instead of connecting to the computer.

Turning on or off:

Make sure the e-Reader is fully charged before turning it on.

Press and hold [] until the Main Menu appears or the e-Reader shuts down.



Inserting the SD card (not included):

The e-Reader supports SD / MMC cards (up to 16 GB) to save audio, video and picture files.

- To install the SD card into the e-Reader, follow the steps below:
1. Turn off the e-Reader.
2. Insert the SD card (face up as shown) into the card slot until it clicks and locks into place.
3. To remove the card, gently push it until it pops out.

To access the SD card, go to **Settings > Explorer**.

Note: A card can only be inserted one way; do not use force when inserting the card. Inserting or removing a card while the e-Reader is on may damage the card, files stored on the card, or the e-Reader.

Installing the Borders Desktop App

Using the Borders Desktop App

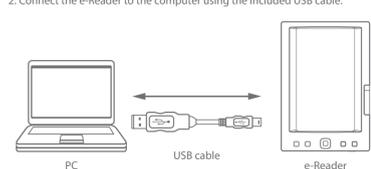
Main Menu: Press and hold [], the Main Menu appears on the screen.



Use [], [], [], [] to select an option, and press [OK].

- Now Reading:** Book you are currently reading
- Recently Read:** Browse recently read books
- My Favorites:** Books saved as favorites
- Library:** All books stored on the reader
- Music:** Play music
- Photo:** View photos
- Settings:** Settings mode includes Settings, Video, Explorer and Calendar

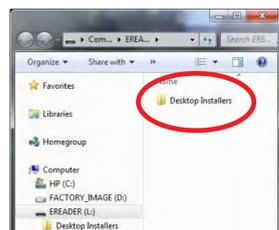
1. Make sure the computer is connected to the internet to download and use the Borders Desktop App.
2. Connect the e-Reader to the computer using the included USB cable.



3. In the window that pops up, click on "Open folder to view files"



4. Click on "Desktop Installers"



5. Select either "Windows", or "Mac OS X" depending on which computer you are using, and double click the "DesktopInstaller" icon to launch the installer.



6. Follow the setup wizard to install the app.



7. Press "Finish" to complete the installation.

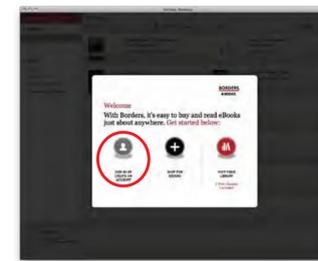


1. Make sure the computer is connected to the internet.

2. Launch the Borders Desktop Application.



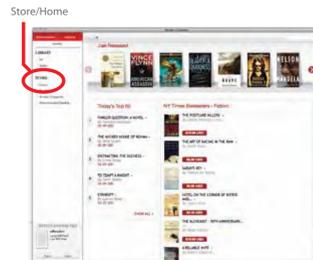
3. Click "SIGN IN OR CREATE AN ACCOUNT".



4. Click "create account" to create your Borders.com account.



5. Click "Home" in the "Store" menu to access Borders online store.



6. To purchase an eBook, click the price tag of the desired eBook to enter the purchase page.

7. Fill out the billing information and check out.

8. The purchased item will be downloaded shortly and saved in your library.

1. Connect the e-Reader to your computer, and open the Borders Desktop App.
2. Click the "Sync" button to copy the books in your library to the e-Reader.



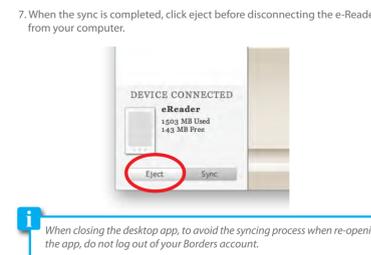
3. When syncing eBooks to the e-Reader for the first time, the following screen appears. You will be asked to enter your Adobe ID to transfer protected eBooks between computers and mobile devices.

4. If you need to create a new Adobe ID account, click "Get online" on the Setup Assistant page.



5. Follow the instructions to create an Adobe ID which will authorize your computer to transfer books to the e-Reader.

6. The eBooks in your library will be copied to the e-Reader.



Books stored on the e-Reader can be accessed from one of the below options in the Main Menu:



- Now Reading:** Book you are currently reading
- Recently Read:** Books you have recently read
- My Favorites:** Books you have tagged as favorites for easy access
- Library:** All books stored on the e-Reader

Use [], [], [], [] to select, and press [OK] to start reading.

Reading:

Library: In the "Library", you can view all the books stored in the e-Reader. Use [], [], [], [] to select, and press [OK] to start reading.

To return to the Main Menu, press [].

Next page / previous page: Use [NEXT PAGE], [], [] to go to the next page. Use [PREVIOUS PAGE], [], [] to go to the previous page.

To return to the Library, press the [] button.

Reading menu options: Press [MENU] and the reading menu options appear on the top left of the display, select from:

- Favorite:** Add the current book to My Favorites.
- Jump to:** Quickly jump to any section of the book.
- Brightness:** Adjust the brightness level of the display.

Press [MENU] again or press [] to exit the reading menu. Use [], [] to select options and confirm by pressing [OK].

TIP: Finding books stored on the e-Reader

eBooks are stored alphabetically by title in the e-Reader's "Library". When transferring a new book to the e-Reader, it is a good idea to add it to "My Favorites" where it can easily be located until you have finished reading it.

Adding a book to My Favorites: While the book is open, Press [MENU] and on the upper left of the display select "Favorite" and press [OK], the book will be added to the "My Favorites" section where it can easily be found.

- Deleting a book from "My Favorites":**
1. Select "My Favorites" from the Main Menu
2. Use [], [], [], [] to select the book you wish to delete and press [MENU].
3. Select from "Delete", "Delete ALL" or "Exit"
4. Press [MENU] again to exit the delete options.

Bookmarks: If you would like to bookmark a page of the current book you are reading, press [OK] to open the Bookmarks menu where you can add or delete a bookmark.

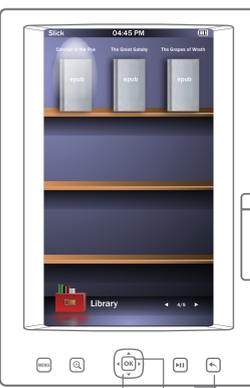
Text size:

1. Press [Q] and the text size options appear on the bottom of the display.
2. Use [], [] to select a text size, and press [OK] to confirm.
3. Press [] to exit.



Auto Rotate: The e-Reader can rotate the screen automatically while reading.

To turn this feature on or off, go to **Settings > Settings > Auto Rotate**.



[], [], [], [] [OK] []



[], [], [], [] [OK] []



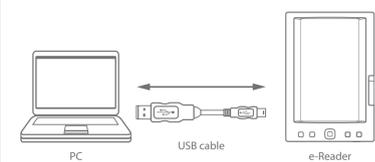
[Menu] [OK] [] []

[Q] [OK] [] []

[], [], [], [] [OK] []

Transferring media files to the player

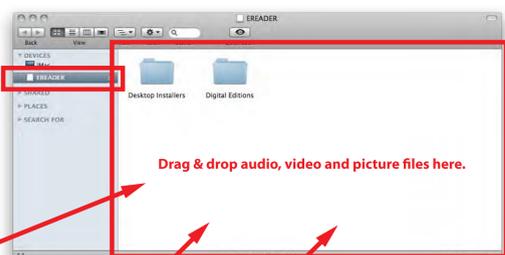
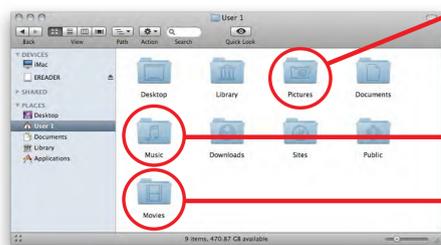
To store multimedia files to the e-Reader, connect the e-Reader to the computer using the included USB cable.



2. Click on the e-Reader on the computer

3. Drag and drop to copy audio, video and picture files to the e-Reader as shown below.

1. Find and select music, picture, or video files from multimedia folders on the computer.



Supported file formats:

Audio formats: WAV, APE, FLAC, OGG, MP3, WMA, and AAC
Video formats: XVID, MPEG-1, FLV, H.264 (25fps/720P), WMV, RMVB, MPEG-2, DIVX, MPEG-4 (25fps/720P)
Image formats: JPEG, GIF, PNG

- **Music:** Play audio tracks
- **Photo:** View photos
- **Video:** Go to "Settings" > "Video" to play video files



Use [Left], [Right], [Up], [Down] to select, and press [OK].

Music:

Use [Left], [Right] to select an audio track in the list, and press [OK] to play it.



Supported audio file formats:

WAV, APE, FLAC, OGG, MP3, WMA, and AAC

It is possible to listen to music while reading, press [M] while music is playing to access the library.

- [OK]: Start playback
- [Right]: Go to next track
- [Left]: Go to previous track
- [Up]: Volume up
- [Down]: Volume down
- [M]: Pause/resume audio
- [Left]: Return to previous screen
- [PREVIOUS PAGE]: Go to previous track
- [NEXT PAGE]: Go to next track

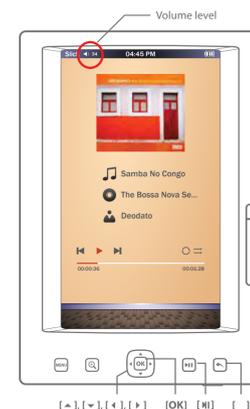


Photo:

To view image files on the e-Reader, use [Left], [Right] to select "Photo" in the Main Menu, and press [OK].



Use [Left], [Right] to select an image in the list, and press [OK] to view it.

- [Menu]: Display slide show option
- [OK]: Zoom in/out the image
- [Right]: Go to next image
- [Left]: Go to previous image
- [M]: Start/pause slide show
- [Left]: Return to previous screen
- [PREVIOUS PAGE]: Go to previous image
- [NEXT PAGE]: Go to next image



[Menu] [OK] [M] [Left] [Right]

Slide show options:

Press [Menu] while viewing images to change the interval of the slide show. Use [Left], [Right], [Up], [Down] to select the desired interval, and press [OK].

Press [Left] to exit.

Zoom option:

Press [OK] while viewing images to zoom in/out. Use [Left], [Right], [Up], [Down] to scroll the image.

Press [Left] to exit.

Auto Rotate:

The e-Reader can rotate the screen automatically while viewing images. To turn this feature on or off, go to the *Settings > Settings > Auto Rotate*.



Supported image file formats:

JPEG, GIF, PNG

Settings:

To adjust the settings or to access video files on the e-Reader, select "Settings" in the Main Menu, and press [OK].



- **Settings:** Adjust the settings of the e-Reader
- **Video:** Play video files
- **Explorer:** To browse the internal memory or SD card, play and delete files
- **Calendar:** Display calendar

Use [Left], [Right] to select a setting or option, and press [OK].

Settings:

In the settings menu you can customize various player settings, such as: display settings, language, time & date, and more.



- **Brightness:** Change the brightness of the screen
- **Backlight:** Set up the Backlight duration
- **Auto Rotate:** Turn on/off the Auto Rotate function
- **Update:** To update the Media Library

Use [Left], [Right] to select a desired setting. Press [Left] to return to the previous screen.

Video:

To play video files, select "Video" in the Settings main menu, and press [OK].



Use [Left], [Right] to select a video file you want to play, and press [OK] to start.

Legal information

FCC Part 15:

This equipment has been tested and found to comply with the requirements for a Class B digital device under Part 15 of the Federal Communications Commission (FCC) rules. These requirements are intended 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:

- Re-orient 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.

Do not attempt to repair or modify this equipment.

Warning: Changes or modifications to this equipment not expressly approved by the party responsible for compliance could void the user's authority to operate the equipment.

"This device complies with Part 15 of the FCC Rules. Operation is subject to the following two conditions:

- (1) this device may not cause harmful interference, and
- (2) this device must accept any interference received, including interference that may cause undesired operation."

Copyright Information:

Trademarks and trade names used in this instruction manual are owned by their respective companies or organizations.

Unauthorized duplication of any recordings whether downloaded from the Internet or made from audio CDs is a violation of copyright laws and international treaties.

The making of unauthorized copies of copy-protected material, may be an infringement of copyrights and constitute a criminal offense. This equipment should not be used for such purposes.

Limited Warranty

In the unlikely event that this product is defective or does not perform properly, you may within ninety (90) days from your original date of purchase return it to the authorized service center for repair or exchange.

TO OBTAIN WARRANTY SERVICE:

- Provide proof of the date of purchase within the package (Dated bill of sale).
- Prepay all shipping costs to the authorized service center, and remember to insure your return.
- Include a return shipping address (no P.O. Boxes), a telephone contact number, and the defective unit within the package.
- Describe the defect or reason you are returning the product.

Your product will be repaired or replaced, at our option, for the same or similar model of equal value if examination by the service center determines this product is defective. Products received damaged as a result of shipping, will require you to file a claim with the carrier.

The shipping address of the authorized service center is:

Southern Telecom, Inc.
ATTN: Returns Department
14-C 53rd Street Brooklyn, NY 11232

IN NO EVENT WILL SOUTHERN TELECOM, INC., ITS MANUFACTURERS, DISTRIBUTORS OR CONSEQUENTIAL DAMAGES (SUCH AS, BUT NOT LIMITED TO, DAMAGES FOR LOSS OF PROFITS, BUSINESS, SAVINGS, DATA OR RECORDS) RELATED TO THIS PRODUCT, EXCEPT AS STATED HEREIN. NO OTHER WARRANTIES SHALL APPLY.

Should you have any questions or problems concerning this product, please contact our customer service department at:

☎ 1-877-768-8483 (Toll Free)
Monday - Thursday: 9AM - 5PM (EST)
Friday: 9AM - 3PM (EST)

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