Thank you for your support of BlackBerry® 10. We are providing this document to assist your location with proper in-store demo setup.
Any commercial unit can be converted to Retail Display Mode, just follow these steps:

**Set Up**
Insert a Micro SIM into the device by removing the back door. If no sim is available, the device will prompt you to connect to a Wi-Fi network during demo setup.

**Did you know?** You can change the language of your device by changing the language of your display mode. Just select ‘Language and Input’ in the Settings menu and change your device language as desired.

1. From the Home Screen, with your finger or thumb, **Swipe Down** from the top bezel of the device to access the Settings Menu.

2. Select **Display**

3. Select **Advanced**
   Toggle Retail Display Mode to **ON**

4. When prompted, enter the password “instoredemo”

5. Next, you’ll need to create your own unique password. Select something easy to remember be sure to write it down.

**Congratulations**
You’re device is now in Retail Display Mode. Please familiarize yourself with the demos.

**Support**
Should you need assistance, please visit: www.BlackBerry.com/supportplan

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