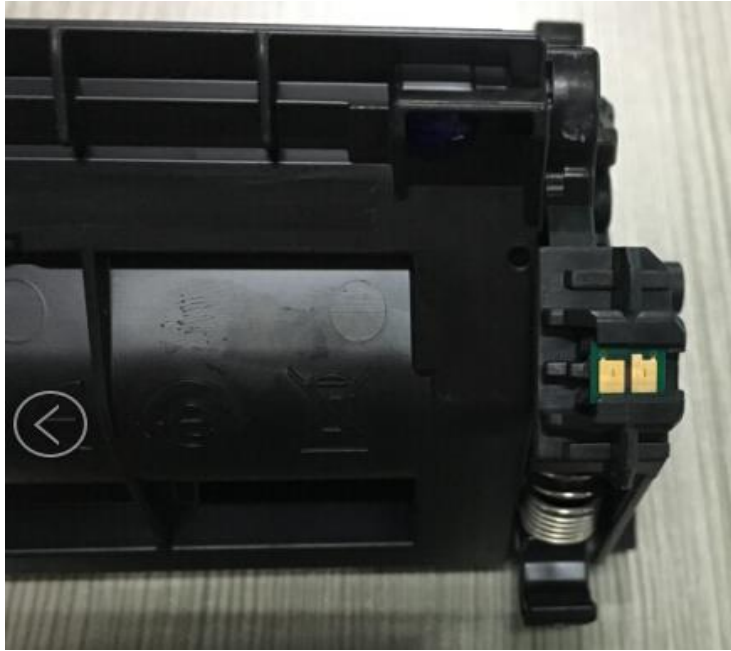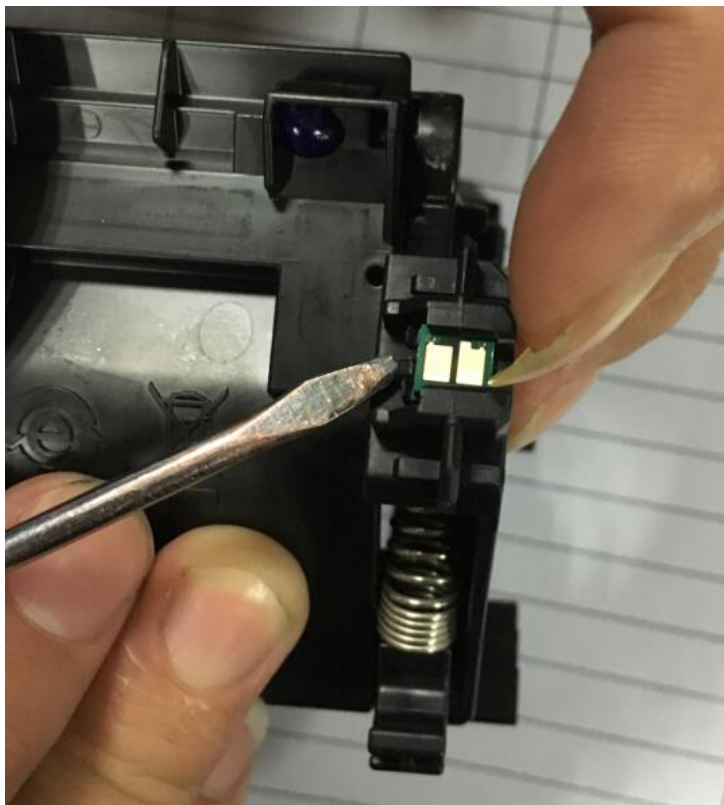Draw out the OEM toner cartridge from your printer.   Make sure the chip face to you.

Press this button. Meanwhile, gently push the chip leftward.

Press this button in the compatible toner cartridge. Meanwhile, gently push the OEM chip rightward. The contacts should be upward.

Make sure it is installed like this.