Step1:   Plug ESP12E-devKit into USB port with microUSB.

Step2:   Open the ESP FLASH DOWNLOAD TOOL. And the configuation is shown as belows.  
        Attention: Choose correct Serial Port and correct firmware.

Step3: Press "START". Keeping press "FLASH" button, then press "RESET" button. Then the downloading process begins:

Step4: Done. Reboot the Esp12E devKit. The blue light will be keep lighting.