

Touchmonitor Solutions for Retail

- POINT OF SALE
- SELF-SERVICE
- KIOSKS
- INTERACTIVE DIGITAL SIGNAGE
- DIGITAL PHOTO STATIONS
- INTERACTIVE STORE WINDOWS



Putting retail in touch

It's a proven fact that touchscreens speed up point-of-sale (POS) transactions and make self-service systems viable. It is also a fact that touch technology from Elo TouchSystems, a unit of Tyco Electronics, is implemented by the world's largest POS system manufacturers. And independent marketing studies have shown that Elo is the leader in supplying touch technology to the self-service industry.

If you need touch in retail, you've come to the right place. Elo provides touchmonitor solutions for virtually all applications within the retail environment:

- POS
- Self-service
- Point of information (POI)
- Kiosks
- Point-of-purchase (POP) systems
- Interactive digital signage
- Product traceability
- Digital photo stations
- Interactive store windows



Part of a partnership

Today's advanced retail technology is linked by systems storewide. Elo routinely works closely with software providers, system integrators, and kiosk producers, and we will work with you to seamlessly integrate our products into your total solution.

POS

The goal of store automation is to make checkout fast and easy for both the cashier and the customer. Touch POS systems speed and simplify cash register functions and reduce operator errors. In an industry in which employee turnover is high, touch POS can dramatically reduce training time, empowering sales and service staff to provide higher-quality customer interactions.

More and more department stores, specialty chains, grocery stores, and convenience stores are discovering the benefits of Elo POS touchmonitors. Our versatile touchmonitors can also manage and streamline vital day-to-day business operations, performing inventory control, client management, appointment book, employee roster, clubs and client incentive, and client marketing functions.





Elo POS touchmonitors

Elo POS touchmonitors are ideal in applications where cost, rugged design, and flexibility are top criteria. Packaged in different form factors, they are designed to be placed on existing retail display fixtures such as a countertop, customer service desk, or display case. Elo POS touchmonitors fit into less space, with a smaller footprint than all-in-one systems.

Elo offers POS touchmonitors with an array of integrated peripherals, along with the HID and OPOS software compatibility that application developers require. Options include magnetic stripe readers (MSR) and rear-facing customer displays, including a full 12" VGA monitor that can deliver targeted digital advertising at checkout or interact with the customer as an independent touchmonitor. Peripherals are always integrated ergonomically into the housing and designed to flow with the refined styling of the monitor.

Elo also offers customization for large retailers, as well as specialised OEM touchmonitors designed to be part of complete systems, from produce scales to self-checkout systems. Retailers will appreciate Elo's long-lasting product cycle, as Elo controls the design, tooling, and production of the entire monitor.

Space-saving touchcomputers

Elo's all-in-one touchcomputers offer a complete system in the same footprint as our touchmonitor. Silent, fanless, and with full connectivity, they offer the ultimate in stylish, space-saving efficiency. Our touchcomputers are great for both POS and self-service applications.

- Choice of solid-state embedded system or built-in hard drive
- Integrated peripherals in a compact design
- Four USB ports, two serial ports, Ethernet port, expansion slot, speakers and mouse and keyboard connectors
- Choice of touch technology
- Removable base—all components in display head

■ Designed for touch

Elo monitors are designed for touch from the ground up, with fewer peripheral communication and power cables to ensure space-saving simplicity and clean and easy installation.

- Full connectivity incorporated in the monitor, including a USB hub
- Stable tilt bases that are removable or reversible for wall mounting, with mounting holes for countertop security
- Spill-resistant sealing
- Attractive styling from all angles, with cables hidden from user view
- Controls on the side rather than the front, with a lockout function

Choice of touch technology

Elo's touchmonitors are available with the touch technology you prefer:

- **AccuTouch five-wire resistive.** Activated with fingernail, glove, credit card, or any stylus. Keeps working with splashes, food, and grease on the touchscreen. Stands up to aggressive cleaning.
- **IntelliTouch surface wave.** Its pure glass construction is the ultimate in image quality and durability. Excellent for dry retail and self-service applications.
- **CarrollTouch infrared.** Highly durable, superior optics, also sealed against liquid splashing. Can be operated by credit card.
- **Elo surface capacitive.** The choice for those who require comparable functionality with existing systems.

With such a variety of products and technology, Elo is clearly the touchmonitor manufacturer of choice. For specific product details, please visit www.elotouch.com.





Self-service and point of information



Kiosks allow customers to complete self-service transactions, expand inventory reach by providing in-store access to online products, and help build customer loyalty. Brand marketers use kiosks to educate potential customers, getting a consistent message across without employing sales people. The touch interface is universal and can be used by anyone regardless of language, education, or socioeconomic or cultural background.

Here are some of the vast range of applications using Elo's touch technology in retail self-service kiosks:

- Multimedia booths provide information and advertising to shoppers, from mobile phone services to specifications on consumer electronics
- POS and merchandising kiosks supply in-store product information and promotional displays and, in some cases, even dispense products
- Employment application-tracking systems ease the recruitment process
- Return and refund kiosks speed the processing of returned merchandise
- Rental application kiosks allow customers to rent anything from a tool to a truck
- Gift registry kiosks make it easy for customers to find the right gift
- Customer loyalty program kiosks encourage purchases that generate rewards
- Digital photo stations enable self-service printing and picture sharing

"Our survey asked participants to choose the two most influential suppliers in each of ten categories. ... There were several categories in which a single vendor was way ahead of the pack. One such category was enclosures, ... touchscreens and monitors was another: Elo TouchSystems was the front-runner, with [the other leading brand] coming a respectable distance behind as second."
– Kiosk Business magazine

Countertop and mini kiosks with touchmonitors or touchcomputers

Countertop displays are perfect for a wide range of applications where cost, mobility, and flexibility are top criteria. They can fit into just 25 to 50 percent of the footprint of a freestanding kiosk enclosure and are easily moved around to meet changes in floor space layouts.

Smaller mini kiosks at the point of decision are an effective way for retailers to further maximize valuable floor space. Mini kiosks satisfy on-demand shopping, serving as shelf-edge information displays, price checkers, and payment terminals; they even work as shopping assistants installed directly on customer carts.

Elo touchmonitors come packaged in different form factors designed to be placed on existing retail display fixtures, such as shelving, countertops, a customer service desk, or aisle end cap displays, or incorporated into other product merchandising displays to expand interactive opportunities. Elo offers countertop touchmonitors up to 19", as well as standard and custom monitors 12" and smaller, which are ideally suited to complement the rise in mini kiosks.

- Choice of touchmonitor or all-in-one touchcomputer, each fitting within the same footprint
- Attractive styling from all angles, with cables hidden from user view
- Elegant beige or dark grey
- Spill-resistant sealing
- Controls on the side rather than the front, plus lockout function for public use



Interactive digital signage and oversized kiosks

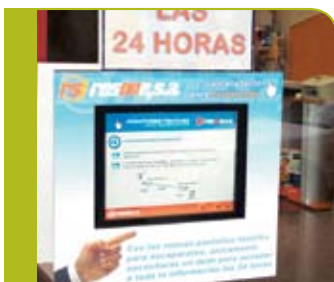
Bigger *is* better. Today, networked digital signage is attracting consumers' attention everywhere. Advertisers appreciate the benefits of multicasting information across locations instantly, as well as the possibilities of targeted narrowcasting of their message at scheduled times. Take your digital signage one step further with the interactivity of touch.

Practical applications include interactive product demonstrations and store directories. Elo can produce both tabletop and rear-mount touchmonitors 32" and larger for your specialised application.



After hours and outdoors

Even after closing time, Elo's touch technology can interact with your customers. Elo's projected capacitive technology is the best choice for outdoor kiosks and store window applications that may be exposed to harsh weather conditions. The touch function operates through customer-installed materials, including vandal-resistant glass up to 18 mm thick. It can be activated with a gloved hand and keeps working even if the glass is scratched or broken.



Elo kiosk touchmonitors

Elo's compact kiosk touchmonitors are specially designed to integrate easily into your kiosk enclosure. Elo maintains our models' fixed outside dimensions much longer than the average plastic-case monitor manufacturer, reducing the chance you will need to redesign your kiosk around a monitor component change. The monitors typically include Elo's surface-wave technology, the most widely used touch technology for kiosk applications.

- Choose from panels in the same footprint, including wide viewing angle panels for better customer attraction
- Unique precision minibezel has a virtually invisible watertight seal
- Standard sizes from 12" to 32", with larger custom models available
- IntelliTouch clear glass touch technology has the highest light transmission, does not alter display colours, and never needs recalibration
- Increased vandal resistance is available with SecureTouch
- Multiple mounting options add versatility
- Future-generation panels can be phased in without external changes
- Worldwide agency approvals ensure compliance



Elo: a leading worldwide company

Elo has expanded its leadership in the competitive and price-sensitive retail market by proving itself every day—from the small details of design to quality demonstrated in lower total cost of ownership (TCO) over the product lifecycle. With direct offices in more than 15 countries, we are in your time zone, speak your language, and can deliver quickly from regional warehouses. We are there when you need us.

Elo's founders invented the touchscreen more than 30 years ago. Today, Elo is not only the world leader in touch technology, but also the world's largest producer of touch-monitors. Our monitors are designed for touch—it's not added as an afterthought from a different supplier. We even build our monitors under the same roof as our touch technology.

Elo is part of Tyco International, the world's largest manufacturer of electrical and electronic components. The company operates in more than 100 countries with 260,000 employees and had fiscal 2005 revenues of \$40 billion.

Getting in touch with Elo is easy!

tyco
Electronics

Find out more about Elo's extensive range of touch solutions. Visit www.elotouch.com today and discover the perfect solution for your retail application. Or simply call the regional headquarters nearest you.

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