



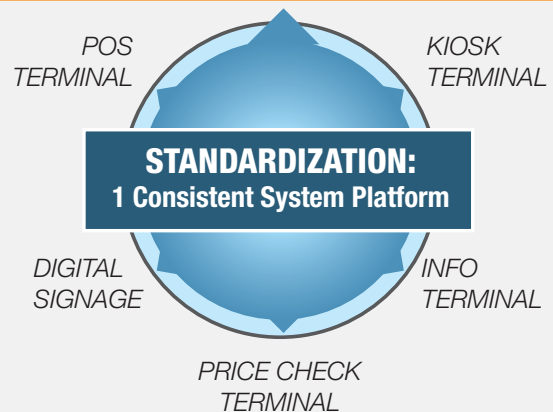
## 4 reasons multi-functional technology benefits your store environment

Having multi-functional in-store technology enables flexibility and adaptability. It allows a retailer to move or re-purpose systems to suit their needs, on demand. This kind of system format allows a retailer to move systems within a store, or across stores, or from a location that is shutting down and shift its purpose from POS to kiosk, to a marketing display, to even an all-in-one hospitality solution for instance.

*When a lane goes down in the middle of a busy shopping day, how long does it take to get your system back up and servicing your customers again? Do you have to wait on technicians to diagnose and service your system?*

If your store systems are multi-functional, they will offer complete inter-operability in one single platform. One hard disk and/or mother board works across your stores, allowing you to move technology to where the needs are, on demand.

### Multi-Functional in-Store Technology



For instance: If lane #1 goes down on a busy Saturday afternoon, before your customer has the chance to throw down their merchandise and walk out of the store; pop the motherboard out of lane #4 (which isn't assigned a cashier anyway) and pop it into lane #1. Your store staff have now de-escalated the urgency for service and customer impact avoided.

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*In uncertain economic times, store closures are a reality many retailers face. What are the options for salvaging store technology from stores which are closing their doors?*

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Multi-functional systems offer cost savings in situations where store closings can bring what was once a POS terminal into another store and re-purposed as an additional pos, kiosk or marketing display, offering no wasted technology and little effort. With a simplified, small footprint design where components are part of the LCD screen itself, re-purposing equipment can be a cost effective way to add in-store marketing, often without the need to take up valuable real estate of your store by being pole or wall mounted.

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*How much time and money does chipset compatibility affect your store systems as rapid changes and advancements occur within technology?*

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There is no denying the fact that chipsets, especially in the PC market, typically change every 6-8 months. Selecting technology that has a stable, future-proofing guarantee is going to save time and money and reduce the stresses involved with inconsistent chipsets being deployed throughout rollouts, or in the time thereafter when upgrading or servicing. By choosing a system which is specifically designed for retail, you eliminate the risk of having multiple chipsets and incompatibility issues with software and servicing. Choosing a multi-functional retail designed system allows for the same chipset to be deployed throughout the entirety of the project and for up to at least 5 years.



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*How does spending time, money and resources on training and managing several store system platforms at a time affect your bottom line?*

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How much time and energy goes into training employees on store systems? How much of that could be saved if employees were training on one standard system throughout the store? The fact is, having many different kinds of computers running many different programs (marketing, information kiosks, etc) in addition to POS can be difficult to manage by even the best technicians and store staff. Up until now, most of these systems have been isolated and complex when integrating multiple platform setups, trying to “make them fit” into the existing store system environment. If you employ one technology throughout the store, you cut your training down incredibly, so what applies to the POS, also applies to a kiosk, to a digital signage display. There is no need for additional training, freeing up resources to work on other projects like improving customer service.

DigiPoS invites you to look further at what multi-functional retail systems can do for your retail enterprise and your bottom line. To learn more, please visit [www.dynamicblade.com](http://www.dynamicblade.com).

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**Consistency is the key to enjoying cost-effective, successful store systems on a long term basis.**

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