

Shopper Promotions at the Fresh Service Counter



Increase impulse buying

A picture says more than thousand words:
Show targeted images to inspire customers to impulse buying
Cross-selling promotions.



Active Shopper Information when not in use

Inventive product presentations or recipe suggestions.
Design the touch screen as you want and inform your customers at the Point of decision.



Information Center for your employees

Free space for Education, Training, & online department reporting
Information pages or simple graphic layout: Hands on training for your employees without expense.



Trend setting technology

The UC3 offers open-platform, PC operating systems at the Point of decision on the fresh service counter.
The scale is the optimum platform for intelligent retail solutions and an investment for the future.



UC3-HTT-P

Active assistance for your Store Associate and the Shopper at the Point of decision

With targeted messages your customers will make fast buying decisions. Use your scale intelligence to drive cross-promotions, offer advanced shopper services, or consulting information to the employee behind the counter.

- **Motivating employees – Training and Sales aid**
- **Direct communication – the right information at the right time**
- **Cross selling – generating additional sales**
- **Create value added – Highlight product benefits**

Technical Data

UC3-HTT-P

Capability characteristics

- Online help: Operative assistance via text displays, training via text display, pictures or flash animations
- Sales aids for the operator (additional product information, recommendations)
- Smiley functions
- Receipt reversal via the receipt number
- Extensive taring options
- Touch screen/keyboard for the operator
- Proof of origin (optional)
- Promotions (optional)
- Receipt forwarding (optional)
- Cash register modules (optional)
 - Cash register functions
 - Coin count**

Display

- 12.1" colour customer display (resolution 800 x600)
- Weight display with 5 characters
- Taring display with 5 characters
- Price display with 8 characters
- Total amount display with 9 characters
- Display of article and customer information in HTML, text or graphics
- The display is made for the operator via a 12.1" colour touch screen (resolution 800 x600)

Forms of operation

- Counter operation, labelling, bulk, operation with receipt and total label, receipt and article label, stick-on total receipts, receipt with/without counterfoil
- article selection: classic – via PLU number input, via presets or via alphanumeric search function, hits can immediately be booked
- Freely definable customer and operator layouts (for free designing of the layouts, we offer our WYSIWYG program SDA)

Printer

- Selectable between 2" receipt printer (standard), 2" label printer or a 2" double printer (receipts and labels)
- Also possible as a 2" linerless printer
- Fast Label printing with up to 125mm/s, 8 dot resolution
- Logo printing onto receipt or label
- Freely definable labels (for free designing of the labels on the PC, we offer our WYSIWYG program UC3 label.)

Data storage

- Hard disk: min. 40 gigabytes
- Main memory: 256MB, optional up to 1GB

** only in combination with cash register functions



Security

- Password protection for important functions
- Local core database

Multimedia Web-support

- Flash player (optional)
- Couponing (optional)
- Cross merchandising with partner application (optional)

Interfaces

- Ethernet TCP/IP 10/100
- 1x RS232 serial interface
- 1x RJ11 interface for activating a cash register drawer
- 2x USB 2.0 interfaces
- Wireless solution via IEEE802.11b/g (optional)

Remote service, control and Data supply

- FTP
- VNC
- Data communications via Trans UC3
- Data supply and disposal vial XML interface

Operating System

- Microsoft Windows Embedded for Point of Service (WEPOS)
- Linux (optional)

Weighing area	6 kg	15 kg	3 kg/6 kg	6 kg/15 kg	12 kg	30 kg
Division	2 g	5 g	1 g/2 g	2 g/5 g	2 g	5 g
Min. load*	40 g	100 g	20 g	40 g	40 g	100 g

* EC: Printing is possible for the minimum load, however not when labelling. Taring comparison throughout the entire weighing area; automatic zero position.



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