

# Simplifying Fresh Counter Management

## For sales-boosting POS Marketing



### Improve Shopper Experience

Create purchase triggers at the ideal moment depending on daily offers or inform customers about latest news with RSS-feed scrolling texts. During peak times, customer waiting times can be optimized by integrating queue management solutions shown via the scales' screens or on additional screens.



### Enhance Versatility

With DisplayManager any kind of playlist can easily be defined and created. Adding dynamic content like live info allows embedding item data from the scales into the displayed content. Price changes or ingredient adjustments are synchronized automatically avoiding inconsistency and saving you valuable time.



### Optimize Processes

Integrating pictures, slideshows, videos, feeds or dynamic content: DisplayManager's intuitive and user-friendly operation does not require IT skills for scale management. Profit from internal, simplified intra-day content management as well as immediate distribution and schedule advertising content at any time.



### Boost Profitability

DisplayManager brings cross-selling to the fresh food counter at the precise time. Link specific items to high-margin complementary products or temporary special offers and promote them to shoppers. Benefit from seamless compatibility with existing systems and processes for content.



## DisplayManager

### Content and Playlist Management

DisplayManager is a module of METTLER TOLEDO RetailSuite – the modular software suite enabling the efficient and economic management of METTLER TOLEDO network scales.

DisplayManager enables marketing departments to add perfectly-timed purchase triggers at fresh food counters. From playing slideshows and videos to RSS feeds and URL streaming, DisplayManager supports a variety of image and video streaming formats. It can be used as stand-alone solution for POS marketing on METTLER TOLEDO touchscreen scales and other digital display devices in the store. In addition, you can benefit from METTLER TOLEDO's asset management module DistributionServer and the modules DisplayEngine, installed on scales or other PC based devices to play content, as well as DisplayEngineServer, an independent server running on the main store server serving any in-store browser.

## Technical data

### METTLER TOLEDO DisplayManager

- **Designed for usability – No IT skills needed for content creation**
- **Designed for in-store marketing – Creating purchase triggers at the ideal moment**
- **Designed for flexibility – Supporting various formats like videos, slideshows, PPTs, URL for streaming content**

## Technical Features

Minimum Client System Requirements:

### DisplayManager:

- Manages playlists and content
- Runs on any PC
- Enables distribution to single displays/scales and with DistributionServer to corporate network

### Operating System

- Windows 7 with SP1 or later
- Windows 10

### RAM

4096 MB

### Available Disk Space

4 GB

### Supported Devices

- UC Evo Line (UC3 / Fusion)
- FreshWay Line
- FreshBase Line (UC3 / FreshPro / ArchOne)
- Windows/Linux PC devices with DisplayEngine
- Smart Digital Displays with DisplayEngineServer

### DisplayEngine:

- Plays content on scale or any PC based device
- Installed on device

### Operating System

- WinXP
- Windows 7
- Windows 10
- Linux (on request)

### RAM

512 MB

### Available Disk Space

4 GB

### Supported Devices

- UC Evo Line (UC3 / Fusion)
- FreshWay Line
- FreshBase Line (FreshPro)
- Windows based PCs
- Linux based PCs (on request)

### DisplayEngineServer:

- Independent server to serve any in-store browser
- Runs on server in store
- Supports live info via dynamic digital menu boards

### Operating System

- Windows 10
- Windows Server 2012, 2016 & 2019
- Ubuntu 18.04 LTS (64 bits) or newer
- SLES 11SP3 (64 bits) or newer
- OpenSuse 15 (64 bits) or newer
- CentOS 7 (64 bits) or newer

### RAM

4096 MB

### Available Disk Space

4 GB

### Supported Devices

- Browser supporting CSS2 and HTML5



#### METTLER TOLEDO Group

Retail Division

Local contact: [www.mt.com/contacts](http://www.mt.com/contacts)

Subject to technical changes

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