GEMPSY
PRICE VERIFIERS

Aquarelle™

THE MAIN FEATURES

SALES ASSISTANT
▶ instantly displays detailed product information on an eye catching color graphic display
▶ minimizes sales assistance by store personnel
▶ increases shelf turnover and revenue
▶ enhances store visual communication.

PROMOTIONAL INFORMATION'S
▶ advertise in-store events and discounts
▶ promote special store offers
▶ target specific products and/or customers
▶ product cross selling and/or up selling.

CRM ADVANTAGES
▶ read store loyalty and club cards (bar coded)
▶ helps build long term customer relationships
▶ personalize discounts based on individual buying habits
▶ favorable customer response from immediate discounts
▶ increase customer store loyalty

PRICE VERIFIER
▶ customer self service price verification (verifies price charged at checkout)
▶ insures pricing accuracy for customers
▶ enhances customer confidence and trust.

SELF SERVICE
▶ improve customer service and convenience
▶ captivate customer attention
▶ promote customer interaction
▶ create value through customer satisfaction

ADDITIONAL FUNTIONS

ROI
▶ increases turnover with improved product perception
▶ faster ROI with additional adversiting revenues
▶ increases spontaneous purchases per customer visit

EASE OF USE
▶ for the customer
▶ for the store staff
▶ a simple tool for enhancing store efficiency and turnover

PERFORMANCE
▶ high quality, omni directional scanner
▶ display and scanner ergonamically mounted with "orientating" bracket
▶ high bright TFT color display

DESIGN FEATURES
▶ elegant and eye catching design
▶ easily recognizable and distinctive
▶ easy mounting in strategic store locations

AND MORE

STORE DIFFERENTIATION
▶ enhance store attractiveness and uniqueness
▶ program tools available and adaptable to store management systems

THE UNIT IN ITS STORE ENVIRONMENT

NAPA RIDGE
Essential Varietals

Main features:
Offers balanced richness
and fruit definition, with
spicy, toasty oak, ripe
plum and black olive, herb
and sage flavors.

Our price: year 1998
$ 22.00

▶ **CUSTOMER ASSISTANT**

▶ **WIN NEW CUSTOMERS**

Available models

▶ **SALES ASSISTANCE**

▶ **INCREASE CUSTOMER PURCHASES**

Aquarelle™

T E C H N I C A L   S P E C I F I C A T I O N S

DISPLAY - Full VGA (640 X 380) TFT, 6.4 inch screen, 256 colors, within 4096, 250:1 contrast - Backlight 250 CD/m² CCFL, Optional 4 key programmable switch

COMMUNICATIONS - Ethernet TCPIP, 10 baseT ;
Optional WIFI (wireless 802.11b) with PCMCIA board, USB port ; 2 ports for Ticket printer and mixed chip/magnetic card reader interfaces

SOFTWARE - Linux O/S - Http/HTML interface
OCX and Java compatible
NFS mode available
Easy to use installation/set-up tools

Includes slide show animation
Management tools for updates, system monitoring and reporting
Continuous new software development.

MEMORY - RAM: 32 Mb, Flash ROM: 8 Mb, NFS mode: extended memory available, depending on sever disk space

SCANNER - Standard: PSC model VS800, omnidirectional scanner;
EAN-UPC codes are read within an 8-inch radius of the terminal scanner.
Optional: Available with other omnidirectional or CCD scanners, upon customer request.

REGULATORY APPROVALS - Electrical : UL - CE EN 60950
EMI/RFI : CE EMC 89/336/EEC
Fcc part 15 class B
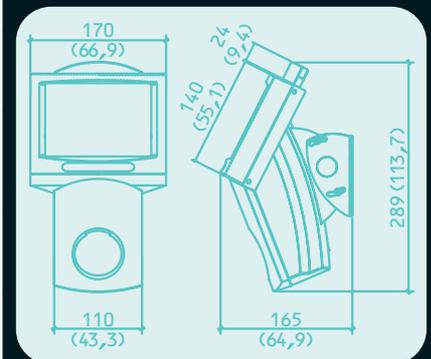LASER : CDRH 21 CFR part 1040 ; IEC825 Class 1 - EN60825-1

MOUNTING OPTIONS - Wall and cabinet kit, contains the power supply and adjustable mount for changing
the display angle to enhance viewing ergonomics
Color: Wide selection of custom colors availabe

CE
UL

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REGISTERED DESIGN

GEMPSY
PRICE VERIFIERS

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170 (66,9)
24 (9,4)
140 (55,1)
289 (113,7)
110 (43,3)
165 (64,9)

Dimensions in mm (inches)
Weight: 2,5 Kg
110 VAC (220VAC) 12 watt max.