

GEMPSY

PRICE VERIFIERS

# Genio™

## THE MAIN FEATURES

### PRICE VERIFIER

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

### SALES ASSISTANT

- ▶ instantly displays detailed product information
- ▶ minimizes sales assistance by store personnel
- ▶ increases shelf turnover and revenue

### PROMOTIONAL INFORMATION

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

### CRM OPTION

- ▶ 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
- ▶ instant coupons printing (with printer and mast option)

### SELF SERVICE

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

## ADDITIONAL FUNTIONS

### ROI

- ▶ increases turnover  
(1 out of 2 scanned products is purchased)

### 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
- ▶ scanner ergonomically mounted
- ▶ shock resistant and durable construction

### DESIGN FEATURES

- ▶ stylish and compact (minimal space required)
- ▶ with its color stand, easily integrated within the store décor
- ▶ easily recognizable and distinctive

## AND MORE

### STORE DIFFERENTIATION

- ▶ custom colors to fit into the store environment and decor
- ▶ program tools available and adaptable to store management systems



# THE UNIT IN ITS STORE ENVIRONMENT



▶ Two price display :  
standard and loyalty  
or club card  
customer pricing

DIET COCA COLA  
£1.15  
CLUB card members  
only pay  
£1.00

▶ Target promotions  
to loyalty and club  
card customers

Mrs Smith,  
Total points to date :  
900  
Points required for  
£10.00 discount : 1000  
Today's Special Offer :  
GRANT'S WHISKY : -5% off

▶ Time sensitive pricing  
to optimize customer  
flow and purchase  
patterns

Monday to Friday  
9:00 am to 10:00 am  
Less 5%  
On all store purchases

▶ Includes your store  
LOGO

WELCOME TO



## T E C H N I C A L C H A R A C T E R I S T I C S

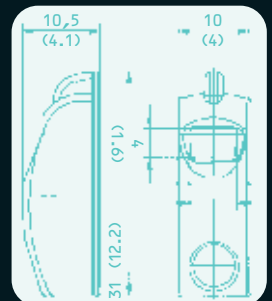
**COMPATIBILITY** - with Marco Polo on RS485 network and TCP-IP extension

**DISPLAY** - Graphical, led backlight, 64 X 128 pixels, luminosity 60 CD/M<sup>2</sup>  
Several character fonts and all European alphabets available, maximum capacity  
of 8 lines, 20 characters each.

**COMMUNICATIONS** - Serial : RS232- RS485 (network of 1 to 31 units)  
Options : Ethernet - TCP/IP  
Radio frequency 802.11B with PCMCIA  
Ticket printer and MSR reader extensions ( CRM kiosk)

**SCANNER** - PSC VS800, omnidirectional laser  
UPC/EAN codes are read from the terminal contact up to 20 cm (8") into the scan  
area

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



Physical dimensions in cm (inches)  
Weight : 2,3 Kg  
Power supply :  
220 V - 12 W



Specifications subject to change without notice  
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REGISTERED DESIGN

**GEMPSY**  
PRICE VERIFIERS

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