IBM

Self Service
IBM Kiosk solutions

Sales reference guide

Summary

IBM provides a comprehensive suite of kiosk solutions to help transform client and employee experiences in almost any high-demand, customer-oriented environment, including retail, financial, food service, entertainment and government. Our kiosks range from off-the-shelf to mass-customizable to fully-customized systems. And IBM Kiosk solutions leverage superior technology, a vast service organization and the global network of IBM Business Partners to offer a complete set of hardware, software, services, consulting and financing solutions driven by client needs.

Built for enhanced convenience, IBM Kiosks can help organizations improve service delivery, streamline operations and generate new business by delivering self-service access to information and business applications. When linked to back-office infrastructures, these kiosks can deliver up-to-the-minute information through a visually compelling, paperless approach. They can provide around-the-clock access to a comprehensive selection of product and service offerings, as well as personalized features such as loyalty programs and self-service applications. Customers can use them to configure and order merchandise, find information and preview products. Ultimately, IBM Kiosk solutions can enable organizations to handle more merchandise, transactions and customers with fewer staff, freeing employees to focus on activities that add value.

Key messages

1. IBM Kiosk solutions enable fast, convenient self-service in virtually any environment

Designed to meet user-, enterprise- and industry-specific requirements, IBM Kiosks provide patrons with convenient and reliable access to a full range of information and services. Organizations can leverage an intuitive self-service approach to interact with and deliver information to employees and customers wherever they are, at their convenience. Industry-specific examples of IBM Kiosk solutions include:

- *Retail – help enable anywhere/anytime shopping, shopper self-service, extended inventory access, product location, gift registry, gift certificate purchase and other value-added services*
- *Food service – offer convenient payment and self-service ordering processes including cross-sell, upsell and purchase-based deals that help increase per-transaction revenue*
- *Public sector – provide citizens with convenient processes for registering vehicles, researching employment opportunities and accessing government services*
- *Financial services – enable customers to apply for loans, request mortgage refinancing information and complete other complex or noncash transactions*
- *Travel and transportation – handle passenger checkin, ticketing and seat assignments, as well as self-checkin at hotels*
- *Entertainment – offers an ideal platform for ticket sales and music listening stations*

2. IBM offers a single source for total kiosk solutions tailored to client needs

IBM has more than 15 years' experience creating kiosk solutions for a wide range of applications, in multiple market segments and many industries. IBM Kiosk solutions capabilities include alternative enclosure design, integration of third-party peripherals, rollout, host integration, training and technical support, remote systems management, consulting and financing. Through the worldwide network of IBM Business Partners, IBM can provide:

- *Standard, off-the-shelf kiosks (model 153) designed for easy, rapid implementation. These cost-effective systems can be reconfigured with new peripherals and integrated with new applications as the client's needs change.*
- *Mass-customizable, modular kiosk systems that let clients leverage components from standard IBM Kiosk products, wrap them in optional enclosures and add extended capabilities.*
- *Fully-customized kiosk solutions designed, equipped, configured and manufactured specifically to fit client requirements. These solutions provide clients with the flexibility to mold virtually every feature of their kiosk solution – from color, materials and shape, to applications, peripherals and performance.*

3. IBM Kiosk solutions provide an all-in-one platform for advanced software applications

IBM Kiosk solutions offer an ideal platform for running virtually any interactive, self-service software application. Their scalable, customizable design can support a continually evolving suite of advanced features, including Web connectivity, multimedia support, barcode scanning, receipt printing and touchscreen operation.

4. IBM Kiosk solutions offer a reliable, rugged design that can withstand demanding environments

IBM Kiosk solutions are retail-hardened to withstand wear and tear, even in unattended self-service environments. They have been laboratory-tested and built to withstand exposure to heat, humidity, dirt, dust, vibration, electrostatic shock and rough handling, even in unattended self-service environments. Optional enclosures are made of a durable, powder-coated sheet metal that is highly resistant to impact, and feature angled louvers that protect internal components from liquid spills. Concealed brightness, contrast, volume and power controls, and a covered PC-card slot help prevent tampering.

5. IBM Kiosk solutions provide a flexible, open configuration for expanded client choice

IBM Kiosk solutions feature an open-standards-based platform and broad operating system support. These kiosks can run off-the-shelf software, numerous leading-edge applications, developed by IBM and IBM Business Partners and other third-party solutions. IBM Kiosk offerings provide a wide range of peripheral and mounting options, and the enclosure can be bolted to the floor for added security. IBM also works with several kiosk enclosure designers to offer customers a wide range of alternatives for point-of-use, branding and peripheral integration.

On demand solution features

Features	Benefits	The retail on demand connection
Powerful technology platform • 2GHz Intel® Celeron® processor (upgradable to 2.4GHz Intel Pentium® 4 processor) • Up to 64GB video memory • Web-enabled • Multimedia ready	Designed to handle graphics-intensive software programs and other sophisticated software applications for customer service and employee training	Transform the customer experience Take out costs Enable your people
Optional enclosure (standard design)	Design characteristics include: • Streamlined design that is easy to operate and compliant with Americans with Disabilities Act (ADA) guidelines for height and reach • Retail-hardened for maximum durability in unattended, self-service environments • Strong, sheet-metal construction with powder coating resists dents and dings • Compact design saves space, yet integrates all optional peripherals • Threaded mounting nuts allow the display of customized signage • Internal components mounted on sliding drawer for easy access during service and maintenance	Transform the customer experience Operate with secure resilience
Alternative enclosures	Can be designed and produced by IBM and IBM Business Partners to meet specific customer needs: • Modular, configure-to-order enclosures (customers choose from a discrete set of design options) • Build-to-order enclosures (customers commission an original enclosure design)	Transform the customer experience
Flexible mounting options	Allows system unit to be mounted directly on the countertop, within an optional enclosure or on the wall to save space	Transform the customer experience
10/100 Ethernet	Provides enough speed and bandwidth for local area network (LAN) communications and Internet applications	Transform the customer experience
Presence sensor	Activates the kiosk only when users approach, which reduces energy consumption	Take out costs
Eight Universal Serial Bus (USB) ports	Allows retailers more flexibility and choice for peripherals	Take out costs
Integrated magnetic stripe reader (MSR) (optional)	Enables fast, easy card swiping	Transform the customer experience
Kiosk printer (optional)	Delivers receipts and other documents quickly, quietly and reliably	Transform the customer experience
Omnidirectional barcode scanner (optional)	Reads barcodes from multiple angles, so customers can perform price lookup and other scanning applications quickly and easily, without having to align barcodes in a certain direction	Transform the customer experience
Onsite or remote management of kiosk hardware, applications and network connections through IBM middleware offerings	Enables complete status and diagnostic visibility for devices in every kiosk in the network, from anywhere in the world • IBM Consumer Device Services (CDS) provides device management and diagnostics • IBM NetCDS provides secure Web access with a simple, click-to-configure interface • IBM Kiosk Manager allows retailers to monitor kiosk devices remotely and send messages, such as request for service, log application data, time-stamped user tracking records, device history and software/content update	Take out costs Operate with secure resilience

On demand solution features (continued)

Features	Benefits	The retail on demand connection
Spill-resistant active matrix liquid crystal display (LCD) and capacitive touchscreen	Protects electronics from moisture and liquids and allows retailers to use touchscreen-based display interactive software	Transform the customer experience Enable your people
PC-card expansion slot	Enables modem or wireless connectivity	Take out costs
Splash-resistant louvers	Allow air to flow while protecting internal electronics from external contaminants	Operate with secure resilience
Cooling tunnel technology	Ventilates electronics without exposing processor to external contaminants	Operate with secure resilience
Integrated speakers (optional)	Delivers simulated surround sound for multimedia software	Transform the customer experience Enable your people
Uninterrupted power supply (UPS) (optional)	Provides backup power and helps protect against electromagnetic interference and power surges	Operate with secure resilience

Positioning

Portfolio comparison

IBM Kiosk solutions provide enough power and flexibility to accommodate virtually any self-service application in retail, as well as in many other markets. And they offer easy integration with multiple peripherals and software applications, including IBM and IBM Business Partner hardware, software and integration middleware solutions.

Target markets

1. All retail segments

IBM Kiosk solutions can support interactive self-service and information delivery in any retail segment. *(For examples of application crossover, see the table on page 6.)* This kiosk can dispense coupons in a supermarket, perform automated upselling and cross-selling in a department store, help shoppers compare prices and product features in specialty, and let customers place fast food orders and pay with cash or a credit card. The IBM Kiosk can serve as a standalone device, or multiple kiosks can be networked and managed remotely.

2. Public sector organizations

IBM Kiosk solutions have broad applications in the public sector. For government, they can provide Web access to those without PCs or Internet connectivity, offer 24x7x365 access to information about government agencies, legislation or jobs programs, and enable users to remit fees or pay fines online. For the healthcare segment, the IBM Kiosk can be placed in clinics, physicians' offices and hospitals to provide interactive health information. For education, kiosks can track meal card usage in cafeterias or provide information about campus activities and events. The IBM Kiosk can also operate in post and base exchanges, commissaries and other retail outlets in military facilities.

3. Financial services

IBM Kiosk solutions can be placed alongside an Automated Teller Machine (ATM) to offer Web access and other noncash transactions. Bank customers can use the kiosk to try online banking from within a branch office. IBM Kiosks can also provide information about financial products and services, allow customers to fill out preliminary paperwork, apply for credit cards or determine if they prequalify for loans. And it can be equipped for two-way video conferencing, so bank customers can receive realtime assistance from professionals located at remote help centers.

Capability	Retail industry segment					
	Grocery	Food service	Specialty	Mass merchandise	Chain drug	Other segment
Self-ordering	•	•				•
Gift registry			•	•		
Self-ticketing						•
Web portal	•		•	•	•	•
Restaurant table monitor		•				
Guest room concierge						•
Self-checkin						•
Product preview (listening or viewing)	•		•	•		
Information delivery	•		•	•		•
Range extension	•		•	•	•	
Product locator	•		•	•	•	
Customer loyalty	•		•	•	•	
Employee communication	•	•	•	•	•	•

4. Media and entertainment

IBM Kiosk solutions offer an ideal platform to allow users to sample entertainment products such as CDs, DVDs and video games. They can provide unattended ticket and gift-certificate sales in movie theaters, or show previews interspersed with promotional messages and show times. They can also display interactive maps and event schedules in amusement parks.

5. Human Resources (cross-sector)

IBM Kiosk solutions can be used to streamline and improve human resources programs. Employees with no assigned workstation can use kiosks to enroll in benefits plans, request and print forms, and access e-mail. These kiosks can also allow job applicants to fill out preliminary paperwork without waiting in line. They can also help staff streamline applicant screening processes.

Model overview

Model 153 (standard)

For advanced self-service

- *15" dual-bulb active matrix LCD*
- *2GHz Intel Celeron processor*
- *8 USB ports*
- *Up to 64GB video memory (UMA)*
- *256MB standard memory (2GB capable)*
- *1,024 x 768 resolution (16 million colors)*
- *CompactFlash (optional)*
- *Infrared touchscreen*

IBM Kiosk solution (standard)

Model number	4835-153	
Hardware		
Processor[1]	• 2GHz (upgradable to 2.4GHz) Intel Pentium 4 processor	
Hard disk drive[2]	• 40GB standard	
Slots	• 1 PC card	
Ports	• 10/100 (Ethernet) • 3 RS-232 (RJ45) • 1 RS-232 (powered) • Headphone/microphone • External floppy • 1 side, 1 back IBM PS/2® keyboard/mouse	• S/VGA video • 1 Parallel • 6 standard PC USB • 1 12V powered USB • 1 24V powered USB
Power consumption		
Power consumptiion	• 78W typical/200W maximum	
System dimensions and weight		

Dimensions in inches/millimetres (WxDxH)
    System unit
    System unit with enclosure
	• 15.1x13.3x16.1"/383x338x410mm
	 • 14.1x13.9x55.7"/357.3x353.4x1,413.8mm	

Weight
    System unit
    Enclosure
    Fully configured system
	• 24.5lbs/11.1kg
	 • 100lbs/45.4kg
	 • 178-190lbs/80.7-86.2kg	

Software		
Operating systems supported	• Microsoft® Windows® 2000 • Microsoft Windows XP Embedded • Microsoft Windows XP Professional Edition[3] • IBM Retail Environment for SUSE LINUX[4]	
Drivers supported	• Microsoft Windows, OPOS and JavaPOS™[5]	
Industry standards		
Systems management	• Wired for Management, SMBIOS and Wake on LAN®	
Power management	• APM • Advanced Configuration and Power Management Interface (ACPI)	
Peripheral options		
	• Single-sided, three-track MSR • SBCS (80/112mm) and DBCS (58/80/112mm) thermal printers • Floppy drive (1.44MB) • Keyboard (with integrated trackball mouse) • CD-ROM drive (10X USB; bootable)	• Uninterrupted power supply • Dual-sided, single-track MSR[6] • Barcode scanner • Power strip • Enclosure (able to house a full-size thermal page printer)
Services		
Limited warranty[7]	One year onsite service	
Technical support	24x7 phone support (during warranty period)[8] and Web-based help	
Options	Onsite service available	

Total solutions

IBM Kiosk configurations can be designed to fit the needs of specific environments, software applications and users. The following table lists an example – in each target industry or market – of an IBM Kiosk systems solution configuration.

Industry/market	Application	IBM Kiosk solution configuration
Retail	Deli ordering	IBM Kiosk, model 153 with optional features: • Enclosure • Thermal kiosk printer (58, 80, 112mm) • Omnidirectional barcode scanner
Public sector	e-government citizen access	IBM Kiosk, model 153 with optional features: • Enclosure • Single-sided, 3-track MSR or dual-sided, single-track MSR (Japan and Korea only) • Omnidirectional barcode scanner • Thermal kiosk printer (58, 80, 112mm)
Financial services	ATM companion	IBM Kiosk, model 153 with optional features: • Enclosure • Thermal kiosk printer (58, 80, 112mm) • Keyboard
Media and entertainment	CD listening station	IBM Kiosk, model 153 with optional features: • Enclosure • Speaker kit • Omnidirectional barcode scanner
Human Resources (cross-sector)	Job application form completion	IBM Kiosk, model 153 with optional features: • Keyboard • Full-size page printer • Alternative enclosure (to accommodate printer)

Available software

IBM Kiosk solutions leverage an extensive set of software applications designed to enable your customers to actively engage in self-service opportunities, such as product previewing and ordering, self-checkin, customer loyalty programs, gift registry, and photo modification and selection. To develop these customized applications, IBM applies leading-edge design capabilities, including two- and three-dimensional multiprocessor animation, advanced digital video compression and effects, full-service video and audio production and post-production, and quality assurance testing.

IBM Kiosk solutions can be integrated with diverse third-party technologies. These solutions include Ready for IBM Retail Store Innovations developed by independent software vendors and pretested for use with IBM Kiosk technologies.[9]

Software offerings available for use with IBM Kiosk solutions can be located through the IBM Global Solutions Directory. This online directory contains thousands of applications, tools and services from IBM, IBM Business Partners and other leading developers around the world. Available around the clock, the Global Solutions Directory features state-of-the-art capabilities that allow retailers to search by solution type, solution area, operating system, market segment, hardware platform, language, technology, country, industry or software. The Global Solutions Directory is available in Brazilian Portuguese, English, French, German, Italian, Japanese, Korean, Simplified Chinese and Spanish. Visit it today at: www.software.**ibm.com**/solution/isv

[1] MHz/GHz refers to only microprocessor internal clock speed; many factors affect application performance.
[2] GB equals one billion bytes when referring to storage capacity; accessibility may be less.
[3] IBM will provide hardware support for customers who create unique Windows XP Embedded images. Field problems for XP Embedded will need to be recreated under Windows XP Professional.
[4] The IBM Retail Environment for SUSE LINUX is based on the SUSE LINUX Retail Solution which is distributed by Novell, Inc..
[5] Available for select operating systems and devices.
[6] Available in Japan and Korea only.
[7] For a copy of the terms and conditions of IBM's Statement of Limited Warranty, please contact your IBM representative or reseller.
[8] Technical support response times may vary.
[9] IBM is not the licensor of any Business Partner's product or service and makes no warranties, expressed or implied, including any implied warranties of merchantability or fitness of a particular purpose. Statements made by IBM Business Partners that offer Ready for IBM Retail Store Innovations products are provided by the relevant third-party and not IBM.

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