POS Hardware
IBM SurePOS 500 Series

Sales reference guide

Summary

The IBM SurePOS™ 500 Series is a sleek, sophisticated point-of-sale (POS) system that is ideal for retailers in the specialty, food service and hospitality, and gas and convenience segments. It offers the performance, configuration flexibility and retail-hardened durability these retailers require, and it features a compact footprint that is smaller than previous models, fits well in space-restricted environments, and gives retailers more counter space to display impulse-buy or promotional items. The SurePOS 500 Series offers a sleek, sophisticated design that is ideal for a wide range of image-conscious specialty store environments. It also incorporates an innovative, calibration-free infrared (IR) touchscreen interface designed to enable rapid, convenient transactions and withstand the harsh conditions common in food service and gas and convenience stores.

Key messages

1. The SurePOS 500 Series delivers advanced POS technology

Its fast, Intel® Pentium® 4-class processor makes quick work of the latest POS software, and it features integrated IR touchscreen technology for a highly responsive display that never needs to be recalibrated. The SurePOS 500 Series also offers up to 64MB uniform memory access (UMA) video memory for graphics-intensive applications, an expansion slot that enables wireless LAN access, and full multimedia capabilities for POS advertising or computer-based training. Plus, it includes powered USB ports that provide signal and power for POS peripherals in a single, latching cable.

2. The SurePOS 500 Series is durable

The SurePOS 500 Series is built to hold up under the intense rigors of food service and hospitality, specialty, and gas and convenience environments. It has cooling tunnel technology that uses a special chamber to ventilate internal electronics without exposing them to grease, dirt, dust and other airborne contaminants. It is engineered to help withstand severe thermal and humidity thresholds, and its durability is tested under extensive vibration, power and radio interference to ensure it can absorb grueling wear and tear in and around kitchens, bars and fuel pumps, as well as in specialty retail environments such as outdoor sales.

3. The SurePOS 500 Series has an integrated, all-in-one design

It includes virtually everything retailers in food service, hospitality, specialty and gas and convenience need to enhance the customer experience and operate with outstanding productivity, including an IR touchscreen display, multimedia capabilities, as well as an optional thermal receipt printer and cash drawer. There are no distributed components to get in the way, and an integration tray keeps everything organized.

4. The SurePOS 500 Series offers flexible configurations

In addition to five models, each of which offers a unique combination of liquid crystal display technology and multimedia features, the SurePOS 500 Series can be equipped with a long list of peripherals. So, retailers can easily select a system that has everything they need (such as speakers or an MSR). It also features an optional second display to keep customers engaged at the POS and creates opportunities for digital messaging and merchandising. Connectivity options include USB, powered USB, serial and PC card to accommodate scanners, PIN pads, cameras, biometric devices, RFID and wireless communications. Selected models can be wall-mounted for additional space savings.

5. The SurePOS 500 Series runs a wide range of software

Its open platform and broad operating system support (including DOS, Microsoft® Windows® and Linux™) allow retailers to choose from a variety of next-generation applications for loyalty and multichannel integration, including Ready for IBM Retail Store Innovations solutions that are pretested to work on specific IBM POS technologies. This helps retailers find the right POS software for their stores.

IBM SurePOS 500 Series

Features	Benefits	The retail on demand connection
Compact design with small footprint	Conserves counter space, which is critical in food service and hospitality, specialty and retail petroleum environments where space is extremely limited	Transform the customer experience Take out costs
IR touchscreen (available in 12", 15" or 17" versions) • Higher contrast ratio and reduced glare • Spill-resistant design • Never needs calibration • Single- or multiple-bulb • Wide viewing angle • Wide tilt range • Larger viewing area	• Exceptional image quality and improved screen visibility, even in brightly lit areas • Helps improve system uptime • Eliminates time and cost of repeated calibration • Works in normal, bright or low-light areas • Allows training of several employees simultaneously • Provides ergonomically correct viewing	Transform the customer experience Take out cost Empower employees Operate with secure resilience
Cooling tunnel technology	Ventilates interior electronics without exposing them to airborne contaminants	Operate with secure resilience
Presence sensor wakes system as operator approaches	Conserves energy and reduces operating costs	Take out costs Empower employees
Wall-mounted option	Fits in bars, pubs or restaurants that have little or no available counter space; can be quickly converted from a counter to a wall unit reducing conversion costs. Ideal for providing product information to customers and staff when located throughout a specialty store	Transform the customer experience Take out costs
Multiple options for second display	Keeps customers engaged at the POS, creates opportunities for targeted messaging and digital merchandising, and improves customer service	Transform the customer experience
Powered USB ports	Provides signal and power for POS peripherals in a single, industry-standard latching connector, eliminating the need for separate power bricks	Take out costs
RS-232 and USB ports	Provides industry-standard connectivity for proven or newer peripherals	Transform the customer experience Take out costs
10/100 Ethernet	Delivers enough speed and bandwidth to support Internet and intranet applications as well as faster data transfer and batch polling from corporate headquarters to branch stores	Transform the customer experience Take out costs Empower employees
Integration tray (optional)	Keeps peripherals and cables organized and off the counter for a neater appearance	Transform the customer experience Empower employees
PC card slot	Enables wireless POS terminals for more flexible store planning	Transform the customer experience Take out costs
IBM SureMark Printer (optional) enables fast, quiet two-color thermal receipt printing	Helps reduces total checkout time and improves customer service	Transform the customer experience
MSR (optional)	Accommodates foil embossed loyalty or employee identification cards and keychain fob credit cards	Transform the customer experience Empower employees
Wired for Management (WfM) compliance and Wake on LAN® (WOL)	Allows remote management of POS terminals to significantly reduce time and cost associated with uploading, upgrading, and updating terminals for system images and maintenance and remote access features (debug, logs, check settings)	Take out costs Operate with secure resilience
Advanced Power Management (APM) and Advanced Configuration and Power Interface (ACPI)	Eliminates wasted power consumption when system is idle, which keeps energy costs down and saves retailers money, especially for enterprises with hundreds of terminals	Take out costs
LED message center	Provides status that helps cashiers know the system is running properly or that a problem needs diagnosing	Empower employees

Positioning

Portfolio comparison

The IBM SurePOS 500 Series has one of the fastest processors in the IBM Retail Store Solutions portfolio. It helps deliver exactly what retailers in food service and hospitality, specialty, and gas and convenience require – namely, a combination of POS power, advanced IR touchscreen operation and long-term reliability. Without question, environments in these segments pose some of the most challenging conditions in retail, whether it's the grease from a kitchen, dirt from a busy hotel lobby, or oil and fumes from a gas station. Reliability is a primary concern for these customers, and the SurePOS 500 Series provides exceptional durability. It also offers reliable IR touchscreen technology in three screen sizes. Plus, its sleek, stylish design will be very attractive to specialty retailers that place high emphasis on the visual presentation of the POS. Because a compact form factor is frequently more important than room for expansion with these customers, the SurePOS 500 Series does not provide the same expandability as the SurePOS 700. Also, if retailers require a lower price, there are two good options: the SureOne® (integrated configuration) and the SurePOS 300 Series (distributed configuration).

Target markets

1. Food service and hospitality establishments running touchscreen software on DOS, Windows or Linux

The SurePOS 500 Series was originally designed for the food service industry, which currently prefers the DOS and Windows operating systems, with some DOS users exploring Linux for the future. The compact system unit consumes very little counter space, has built-in IR touchscreen operation and has been tested to withstand spills, grease, heat and other hazards that are common in fine dining, casual dining and quick-service restaurant (QSR) environments. It offers three models with an enhanced brightness display that improves visibility in extremely bright (outdoor cafés or QSRs) conditions. For very dim (fine dining, hospitality) environments, a single bulb is more appropriate. Plus, the SurePOS 500 Series is among the most affordable touchscreen solutions available.

2. Specialty stores running DOS, Windows or Linux

With its stylish, modern design, the SurePOS 500 Series is ideal for specialty retail environments. The compact system unit consumes very little counter space, enabling retailers to place more impulse buy items (such as jewelry or prepaid phone cards) at the POS, which can help improve sales. Its built-in IR touchscreen can be operated with long fingernails, credit cards, fingers or other input devices – which is important because touchscreen-driven POS applications have become very popular in the specialty market. Retailers can choose models with a dual-bulb display, which helps improve visibility in extremely bright environments, such as stores with track lighting positioned directly over the POS. The SurePOS 500 Series is also among the most affordable touchscreen solutions available.

3. Convenience and retail petroleum stores running DOS, Windows or Linux

The IBM SurePOS 500 Series increases speed, performance and reliability at the POS in gas and convenience stores, and its fast processor can handle the complex multimedia interfaces required for pump control. The SurePOS 500 Series is designed to withstand continuous operation in the harsh conditions of these stores, including frequent exposure to grease and grime. To better accommodate the needs of customers in the specialty, as well as gas and convenience, market segments, IBM now offers a 17" model – in addition to 12" and 15" versions – of the IBM SurePOS 500 system. This larger screen provides an expanded viewing area, allowing sales associates to see more information simultaneously in realtime – such as gas pump icons along with standard POS applications used in the store. The system's compact design also has two unique benefits for this segment, and is a key selling feature. First, these establishments often have very little counter space, and the SurePOS 500 Series is small enough to fit comfortably in space-restricted areas and still leave room for impulse-buy items. It also offers low height, so it will not block sales associates' sight lines to pumps outside the store. The SurePOS 500 Series is also ideal for gas and convenience retailers that have in-store QSRs and want to use the same system at every POS touchpoint in the store.

Models overview

Model	Configuration	Operator display	Special features	Slot	Viewing angle	Availability
573/57W[2]	17" leadership multimedia	17" active matrix infrared touchscreen LCD	• Stereo speakers and onboard audio system • Presence sensor • Headphone and microphone ports	PC card slot	Super-wide	AG, EMEA, AP
563/W63[2]	Leadership multimedia	Dual-bulb, 12" or 15" active matrix infrared touchscreen LCD	• Stereo speakers and onboard audio system • Presence sensor • Headphone and microphone ports	PC card slot	Super-wide	AG, EMEA, AP
553/W53[2]	Value multimedia	Single-bulb, 12" active matrix infrared touchscreen LCD	• Stereo speakers and onboard audio system • Headphone and microphone ports	PC card slot	Wide	AG, AP
543/W43[2]	Entry dual bulb	Dual-bulb, 12" active matrix infrared touchscreen LCD	–	–	Super-wide	AG, EMEA, AP
533/W33[2]	Entry single bulb	Single-bulb, 12" active matrix infrared touchscreen LCD	Optional CompactFlash drive[3]	–	Wide	AG, AP

Specifications

Model name	SurePOS 533	SurePOS 543	SurePOS 553	SurePOS 563	SurePOS 573
Model numbers	4840-533/ 4840-W33[2]	4840-543/ 4840-W43[2]	4840-553/ 4840-W53[2]	4840-563/ 4840-W63[2]	4840-573/ 4840-W73[2]
Processor[4]	2.0GHz Intel Celeron® (400MHz FSB)	2.0GHz Intel Celeron (400MHz FSB)	2.0GHz Intel Celeron (400MHz FSB)	2.0GHz Intel Celeron (400MHz FSB)	2.0GHz Intel Celeron (400MHz FSB)
Storage					
Hard disk drive[5]	40GB standard or optional 512MB CompactFlash[3]	40GB standard	40GB standard	40GB standard	40GB standard
System memory	128MB (2GB maximum)	128MB (2GB maximum)	128MB (2GB maximum)	128MB (2GB maximum)	256MB (2GB maximum)
Video memory (shared with system memory)	8MB to 64MB UMA	8MB to 64MB UMA	8MB to 64MB UMA	8MB to 64MB UMA	8MB to 64MB UMA
Expansion options					
PC card slot	0	0	1	1	1
Diskette drive (1.44MB)	External	External	External	External	External
CD-ROM	External	External	External	External	External
Connectivity					
Powered USB (12V)	1	1	1	1	1
Powered USB (24V)	1	1	1	1	1
Standard PC USB	6	6	6	6	6
RS-232	1 powered; 3 standard	1 powered; 3 standard	1 powered; 3 standard	1 powered; 3 standard	1 powered; 3 standard
Parallel port	1	1	1	1	1
PS/2 keyboard/mouse	1 side; 1 back	1 side; 1 back	1 side; 1 back	1 side; 1 back	1 side; 1 back
RJ45 Ethernet	1	1	1	1	1
Video	S/VGA	S/VGA	S/VGA	S/VGA	S/VGA
Audio mic-in/line-out	–	–	1	1	1
Headphone	–	–	1	1	1
Cash drawer	2	2	2	2	2
Peripheral options[6]					
Secondary displays	• IBM SurePoint™ Solution (touch and nontouch) • Integrated 40-character customer display • Distributed, pole-mounted, 40-character customer display • All-points-addressable character graphics display				
Printers	• IBM SureMark Printer (standard and fiscal models)				
Keyboard	• CANPOS keyboard (32 programmable keys, numeric keypad and pointing device)				
Cash drawers	• Full-size and compact				
Integration trays	• Fits on full-size and compact cash drawers, as well as the countertop				
MSRs	• Three-track or JUCC				

Specifications (continued)

Model name	SurePOS 533	SurePOS 543	SurePOS 553	SurePOS 563	SurePOS 573
Model numbers	4840-533/ 4840-W33	4840-543/ 4840-W43	4840-553/ 4840-W53	4840-563/ 4840-W63	4840-573/ 4840-W73

Industry standards

Systems management	• WfM, SMBIOS, WOL and PXE
Power management[7]	• APM and ACPI

System dimensions and weight (without MSR)

Maximum dimensions (WxDxH)	• 12": 321 x 325 x 384mm (12.6 x 12.8 x 15.1") • 15": 383 x 338 x 410mm (15.1 x 13.3 x 16.1") • 17": 414 x 383 x 413mm (16.3 x 15.1 x 16.3")
Weight	• 12": 23lbs/10.5kg • 15": 24.5lbs/11.1kg • 17": 30.2lbs/13.7kg

Power requirements

Power requirements	• Universal Switched Power Supply (76W typical/200W maximum)

Software

Operating systems supported[8]	• Microsoft Windows 2000 • Microsoft Windows XP Professional Edition[9] • Microsoft Windows XP Embedded • IBM Retail Environment for SUSE LINUX • IBM PC DOS 2000 • Novell Linux Point of Service
Drivers supported	• OPOS and JavaPOS™

Services

Limited warranty service[10]	• One year depot or onsite service
Technical support	• 24x7 phone support (during limited warranty period)[11] and Web-based help

Total solution

For food service

AG	• Model 533 system unit • 2x20 customer display • SureMark Printer, model TF6 • Full-size cash drawer
EMEA	• Model 543 system unit • 2x20 customer display • SureMark Printer, model TF6 • Compact cash drawer
AP (ASEAN, A/NZ)	• Model 533 system unit • 2x20 customer display • SureMark Printer, model TF6 • Compact cash drawer
AP (Korea, Japan, GCG)	• Model 533 system unit • APA character graphics display • SureMark Printer, model TF7 • Compact cash drawer

For specialty

AG	• Model 563 system unit • 2x20 customer display • SureMark Printer, model TG4 (US) or model TG3 (Canada) • Full-size cash drawer
EMEA	• Model 543 system unit • 2x20 customer display • SureMark Printer, model TF6 • Compact cash drawer
AP (ASEAN, A/NZ)	• Model 563 system unit (Korea, Japan, GCG) • APA character graphics display • SureMark Printer, model TF7 • Compact cash drawer
AP (Korea, Japan, GCG)	• Model 563 system unit • APA character graphics display • SureMark Printer, model TF7 • Compact cash drawer

For retail petroleum

AG EMEA	• Model 563 system unit • 3-track MSR • 2x20 customer display • SureMark Printer, model TF6 • Full-size cash drawer • Model 563 system unit
	• 3-track MSR • 2x20 customer display • SureMark Printer, model TF6 • Compact cash drawer
AP	• Model 563 system unit • 3-track MSR • 2x20 customer display or APA character graphics display • SureMark Printer, model TF6 (SBCS) or TF7 (DBCS) • Full-size cash drawer

Available software

The retail-hardened IBM SurePOS 500 Series supports integration with diverse third-party application, including Ready for IBM Retail Store Innovations solutions developed by independent software vendors and pre-tested for use with IBM POS technologies.[12]

Ready for
IBM Retail Store Innovations

Software offerings designed to work with the IBM SurePOS 500 Series can be located via the Global Solutions Directory. This online directory contains thousands of applications, tools and services from IBM, IBM Business Partners and other developers around the world. It is available 24x7, and features state-of-the-art capabilities that allow you to search by solution type, solution area, operating system, market segment, hardware platform, language, technology, country, industry or software. When the directory finds an offering that matches your criteria, it provides an instant link. What's more, 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**/solutions/isv.

[1] On selected models.
[2] Microsoft Windows XP Professional Preload (W_3).
[3] CompactFlash option not available on Microsoft Windows XP Professional Preload Model W33.
[4] GHz refers to only microprocessor internal clock speed; many factors affect application performance.
[5] GB equals one billion bytes when referring to storage capacity; accessibility may be less.
[6] Not all peripherals are available in all countries. Please contact your local IBM representative for details.
[7] Power management functionality is device dependent.
[8] With the exception of W_3 models, an operating system is not included and can be purchased separately.
[9] Microsoft Windows XP Professional Preload with restrictive use described in the End User License Agreement.
[10] For a copy of the terms and conditions of IBM's Statement of Limited Warranty, please contact your IBM representative or reseller.
[11] Technical support response times may vary.
[12] 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.