



IBM

Open to new ideas



Retail+



**In the challenging
world of retail,
IBM offers...**



Experience

Reliability

Skills and understanding

Leadership



**Introducing the
newest member of the
IBM SurePOS™ Family, the
IBM SurePOS 700 Series**



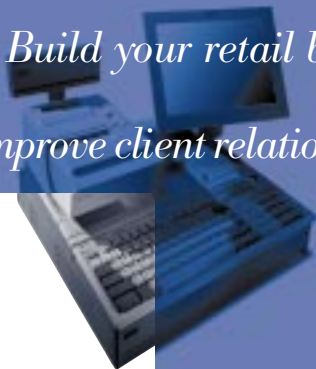
**The new IBM
SurePOS 700
Series can
help you to:**

Expand your revenue

Reduce your costs

Build your retail branding

Improve client relationship



In the challenging world of retail, IBM delivers a new point-of-sale series designed to transform the point of sale to a point of outstanding service.



The new IBM SurePOS 700 Series offers:

- Worldwide solution for global retailers
- e-business tool designed for in-store use
- Range of scalable hardware to suit your needs today and tomorrow
- Advanced technology in rugged, reliable packaging
- Multimedia capabilities to facilitate instant advertising, merchandising and other customer service activities
- Expansion capabilities to enhance the point of sale
- Ability to integrate your point-of-sale equipment into the overall design of your stores and into your existing enterprise
- Reliability, ease of use and systems management you expect from IBM.

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Open your business to new ideas and opportunities.