Announcing the next generation of IBM SurePOS 700 Series technologies

SurePOS 720, 740 and 780 point-of-sale systems
IBM announces its new SurePOS™ 720, 740 and 780 systems worldwide on September 16, 2003. Building on the strengths of the IBM SurePOS 4694 and first-generation SurePOS 700 point-of-sale (POS) systems, the new SurePOS 700 models provide a staged migration path. As a result, retailers can help leverage their existing peripheral and software investments as they enhance their POS systems. These models are equipped with flexible IBM SurePorts connectivity options, newer processors, increased memory and storage capacity compared to prior models and high-bandwidth Ethernet capability. The next-generation SurePOS models also offer a wide spectrum of customization choices, helping enable retailers to design a solution with the ideal look, feel and functionality for their retail needs.

Help your retail clients improve customer service
To help optimize your sales, you must assist retailers in meeting their most pressing business need: delivering top-notch customer service. To this end, the new SurePOS 700 systems bring together SurePOS 4694 and first-generation SurePOS 700 technologies to form a single line of cost-effective solutions to help improve the durability, functionality and performance of retailers' POS systems—while leveraging their existing technology investments. Innovative IBM SurePorts technology allows them to select the connection options they require today and upgrade in the future—easily and cost-effectively. Plus, because common parts are used across SurePOS 700 narrow- and wide-system formats, retailers can easily update their systems to quickly and efficiently respond to changes in the fast-paced on demand retail environment.

Differentiate your customers' stores with innovative point-of-sale solutions
IBM SurePOS 720, 740 and 780 systems are designed to set your customers' retail environments apart from the competition by empowering store employees with enhanced capabilities, best-of-breed technologies and quick access to critical store and consumer information.

- *Optimize system flexibility.* Next-generation SurePOS solutions enable you to provide retailers with a range of speed, appearance and connectivity options, and help them leverage the best applications, peripherals and display technologies to address their needs. Plus, these systems support diverse third-party applications and peripherals, including Ready for IBM Retail Store Innovations solutions, developed by independent software and hardware vendors, and validated for use with IBM POS technologies.

- *Protect existing technology investments.* Because next-generation SurePOS 700 systems support a broad spectrum of platforms, industry standards and operating

systems, you can help retailers embark on a staged migration path to transition their existing technologies at a pace that makes sense for their business.

? ***Leverage advanced technologies to improve convenience.*** Because these SurePOS 700 solutions are equipped with leading-edge technologies, such as the Intel® Pentium® 4 processor, retailers receive fast, reliable transaction processing and enhanced functionality. The new SurePOS 700 systems have also been designed, manufactured and tested to help meet the rigorous demands of retail environments. Plus, the new SurePOS 740 features a back-office controller model to help you provide an end-to-end solution from a single source.

Find out more
To learn more about the IBM SurePOS 700 Series and other IBM POS solutions, please contact your IBM Business Partner representative, or visit:
ibm.com/industries/retail/store.