

*Body copy word count: Approximately 485 words excluding, eyebrow, title, highlights, charts and diagram labels.*

[IBM logo]  
[e-business logo]

[eyebrow]  
*Improving the customer experience with advanced POS performance and convenience*

[title]  
**IBM SurePOS 700 Series**

[highlights]  
~~Helps safeguard existing investments through compatibility with a broad range of retail technologies and a flexible migration path~~  
~~Enhances flexibility by providing choices for speed, size, color and connectivity as well as applications, peripherals and display technology~~  
~~Leverages leading-edge POS technology wrapped in a rugged, retail-hardened design~~

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**Transforming retail with faster, more flexible point-of-sales systems**  
Faster transaction processing. Customer-centered promotions. Better-informed store staff. Retail customers are increasingly looking for higher levels of convenience in their shopping experience—particularly at the critical point-of-purchase. To meet these demands, retailers need to find cost-effective ways to improve the speed, efficiency and functionality of their point-of-sales (POS) systems.

Designed to enhance customer satisfaction, the IBM SurePOS™ 700 Series delivers the advanced power and functionality required to improve transaction convenience, speed and accuracy across your retail store chain. Faster POS transaction processing speeds support increased system performance and help enhance employee productivity. Plus, extensive customization choices enable you to design the right solution—including “look,” “feel” and functionality—to meet your specific business needs.

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**Protecting technology investments**  
The IBM SurePOS 700 Series provides a staged migration path for transitioning existing peripherals and technologies, so you can update your systems at the pace that makes sense for your business. By delivering support for a broad spectrum of applications and industry-standard technologies, including Microsoft® Windows® and IBM 4690 OS, we can enable you to continue to take advantage of your existing technologies. This means that you’ll be able to leverage the skills and technology expertise that your employees already have, resulting in reduced training costs.

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### Featuring advanced retail technology

The sleek, durable IBM SurePOS 700 Series can help reduce system maintenance costs and downtime because it is built to withstand the rugged retail environment. And because the SurePOS 700 Series systems are equipped with Intel® processors, you can count on faster, more reliable performance and transaction processing throughout your stores. Plus, these retail-hardened systems support diverse third-party applications that have been tested and validated by the Ready for IBM Retail Store Innovations program to help reduce your business risk.

[Design note: insert Ready for IBM Retail Store Innovations POS mark into copy above, in accordance with “Ready for...” Marks Guidelines.]

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### Optimizing solution flexibility

By providing you with a range of choices in speed, size, color and connectivity, as well as applications, peripherals and display technologies, we enable you to design and implement a POS solution customized directly to your preferences and specific retail needs. Equipped with leading-edge IBM <UltraConnect> POS I/O ports, the SurePOS 700 Series gives you the flexibility to select the exact connection options you require at the time of initial purchase. And you can upgrade your connectivity options after the solution implementation—easily and cost-effectively. [Note: “UltraConnect” term will be replaced with new approved feature name in final document.]

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[eyebrow]

*Delivering retail-hardened POS solutions equipped with flexible connectivity*

[chart one: IBM <UltraConnect> POS I/O panels]

IBM <UltraConnect> POS I/O connectivity overview									
I/O ports	Cash drawer	Powered USB (24V)	Powered USB (12V)	Powered RS-485 (38V; 7 pin) printer	RS-485 (5 pin) keyboard	RS-485 (4 pin) display	RS-485 (9 pin) display/scanner	Powered RS-232 (12V/5V)	Total
<b>&lt;UltraConnect&gt;</b>									
Powered USB	2	1	7						<b>10</b>
RS-485/ powered USB	2	1	2	1	1	1	2		<b>10</b>

[Product features image/diagram]

[caption]

*Image depicts IBM SurePOS 700 Series system in a typical retail setting*

[copy for diagram labels]

- ??IBM <UltraConnect> ports attach directly to any existing or new peripherals—including powered USB for fast data transfer, hot-plugging, plug-and-play and color-coded connections; as well as a mix of powered USB and RS-485 ports for connecting legacy peripherals
- ??Available in either storm or iron grey
- ??Optional UPS prevents data loss in the event of a power outage, allows in-process transactions to be completed when power resumes, eliminates the need to reload software when power resumes, and provides three convenient outlets for a solution with a single power cord
- ??10/100 Ethernet offers extensive speed and bandwidth to handle Internet and intranet applications
- ??Front-access USB 2.0 attaches portable USB devices for facilitated one-time updates
- ??Front-access 12V USB enables convenient, front-side attachment of powered POS peripherals, such as scanners
- ??Front-access port allows you to attach headphones without moving the POS
- ??Convenient audio mic-in, line-out and headphone ports
- ??Integrated sound features for multimedia applications
- ??Systems management features include remote POS terminal management
- ??Power management system provides energy-efficient operation
- ??DVD-ROM or CD-ROM for running multimedia applications (optional)
- ??Direct Memory Access (DMA) hard drives deliver speeds of 7,200 revolutions per minute for fast seek and write times
- ??ANPOS keyboard with pointing device eliminates the need for a separate mouse (optional)
- ??IBM SureMark™ Printer delivers high-performance printing capabilities (optional)
- ??IBM SurePoint™ Solution for graphical user interface or touchscreen applications (optional)

[chart two: IBM SurePOS Series 700 new model highlights]

<b>Model 781</b>	
??Intel Pentium® 4 2.4GHz processor	??4 RS-232 ports
??512MB DDR memory	??Front-access ports
??80G HDD standard	(1-powered USB, 2-PC USB)
<b>Models 741/C41</b>	
??Intel Celeron 2GHz processor	??4 RS-232 ports
??256MB DDR memory	??Front-access ports
??40G HDD option	(1-powered USB, 2-PC USB)
<b>Model 721</b>	
??VIA C3 1.2GHz processor	
??128MB SDRAM memory	
??40G HDD option	

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[chart three: IBM SurePOS 700 Series POS solution at a glance]

<b>IBM SurePOS 700 Series POS solution at a glance</b>			
<b>Product Name</b>	<b>SurePOS 720</b>	<b>SurePOS 740</b>	<b>SurePOS 780</b>

<b>Machine Type - Model Number</b>	<b>4800 -721</b>	<b>4800 -741/C41</b>	<b>4800 -781</b>
<b>Processor</b>	VIA 1.2GHz (133MHz FSB)	Intel Celeron 2GHz (400MHz FSB)	IntelPentium4 2.4GHz (566MHz FSB)
<b>Storage</b>			
Hard disk drive	40GB Option	40GB Option (model741) 40GB Standard (modelC41)	80GB Standard
Systemmemory (DDR)	128MB (512MBmaximum)	256MB (Model C71: 2GB maximum) 512MB (Model C41: 2GB maximum)	512MB (2GBmaximum)
Video memory (sharedwithsystem)	32MB (maximum)	64MB (maximum)	64MB (maximum)
<b>Expansion Options</b>			
PCI slots	2	2	2
Second hard disk drive	-	40GB	80GB
Floppy disk drive (1.44MB)	Yes (externalUSB)	Yes (externalUSB)	Yes (externalUSB)
CD-ROM	Yes (externalUSB)	Yes (internal)24x	Yes (internal)24x
Battery backup	Internal UPS	Internal UPS	Internal UPS
<b>Connectivity</b>			
<UltraConnect> I/O panel	<i>See chart two for a full description of IBM &lt;UltraConnect&gt; I/O panel and connectivity options for 721, 781 and 741 machines.</i>		
Blank I/O panel	-	Model C41: 1 back	-
Powered USB ports (12V)	-	1 (frontaccess)	1 (frontaccess)
PC USB ports	2 (back)	4 (2 front; 2 back)	4 (2 front; 2 back)
RS-232 ports	2	4	4
VGAinterface	Yes	Yes	Yes
Audiomic-in/line-out ports	Back access	Back access	Back access
Headphone	Back access	Front access	Front access

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**IBM SurePOS 700 Series POS solution at a glance (continued)**

**Peripheral Options**

Displays	??IBMSurePointsolution ??USB 40-character LCD ??RS485 40-character LCD ??USBcharacter/graphicsdisplay ??RS485character/graphicsdisplay ??USB 40-character VFD (one- or two-sided)	??RS485 40-character VFD I (one-sided) ??RS485 40-character VFD II (one-sided) ??RS485 40-character VFD II (two-sided) ??Color CRT display ??Monochrome CRT display
Printers	??IBM SureMark printer ??IBM Model 4 printers	??IBM 4689-TD5 SurePOS printer ??IBMFiscalprinters
Keyboards	??ANPOS Web-enabled keyboard withpointingdevice ??Compact ANPOS keyboard with pointingdevice(withorwithout MSR) ??USB ANPOS keyboard ??RetailRS485 alphanumeric POS keyboard ??USB 50-key keyboard (with or withoutMSR)	??Retail50-key POS keyboard (with or without MSR) ??USB 50-key keyboard with MSR and LCD ??Retail RS485 POS keyboard with MSR and display ??USB 133-key keyboard with MSR ??RetailRS485modifiablelayout keyboard with MSR
Cash drawers	??Full-size, compact and flip-top	
Integrationkits	??Slant-top tray, table-top slant tray and cash drawer slant tray	
<b>Industry Standards</b>		
Systems management	??WfM 1.1 ??SMBIOS 2.3	??WOL ??PXE 1.1
Powermanagement	??APM 1.2 and ACPI 1.0	
<b>System Dimensions and Weight</b>		
<i>Dimensions</i>		
Narrow (WxDxH)	??12.6" x 18.7" x 4.6" (322mm x 475mm x 116mm)	
Wide(WxDxH)	??17.4" x 18.7" x 4.6" (442mm x 475mm x 116mm)	
<i>Weight</i>		
Narrow	??22 lbs (10 kg)	
Wide	??26 lbs (11.8 kg)	
Wide (with UPS)	??39 lbs (17.7 kg)	
<b>Power Requirements</b>		
Powerrequirements	??Universal Switched Power Supply (47-63Hz) 60Wtypical/200Wmaximum	
<b>Software</b>		
Operating systems supported	??IBM 4690 OS, V3R3 or later ??MicrosoftWindows2000 ??MicrosoftWindowsXP - ProfessionalEdition	??Windows XP embedded ??Linux Red Hat 7.3 ??IBM PC DOS 2000
Driverssupported	??OPOS 1.7.0 ??JavaPOS™ 1.7.0	??POSS for Linux 1.2.0 ??POSS for DOS 2.1.1
Applications	??IBM SurePOS ACE for 4690 OS	??MultipleIBMBusinessPartner

supported	??IBM General Sales Application ??IBM 4680-4690 SuperMarket Application	software solutions ??Additional customized IBM applications
<b>Services</b>		
Warranty service	??One year onsite service	
Technical support	??24x7 phone support (during warranty period) and Web-based help	

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### **Relying on IBM retail expertise**

When you work with IBM to implement a SurePOS 700 Series solution, you can tap into our deep and broad industry knowledge. We bring a proven track record forged through 30 years of experience—and more than one million POS terminal installations—in the retail sector.

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### **Formore information**

To learn more about the IBM SurePOS 700 Series and other IBM POS solutions, please contact your local IBM representative, call 1 800 IBM CALL (800 426-2255) or 1 770 863-1000 outside the U.S. and Canada, or visit:

**ibm.com/industries/retail/store**

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