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**IBM Offers Specialty Retailers a New Sleek, Low-Cost  
Point-of-Sale System with Multimedia and Internet Capability**

RALEIGH, N.C., June 26, 2001 ... IBM today announced the new SurePOS 600 point-of-sale (POS) Series, which offers specialty retailers an affordable point-of-service solution, Internet capability, and durable components, packaged in a sleek design that preserves limited counter space. The new SurePOS 600 systems also are designed to link a retailer's store, catalogs and online operations for improved customer service.

With the new system, specialty retailers can access customer data from any selling channel and can leverage the power of the Internet at the POS to build customer loyalty, generate higher revenue per customer and increase operational efficiency.

In addition, the SurePOS 600 features powerful multimedia capabilities, which can serve to make employee training easier and more economical in an industry where employee turnover can be high and labor is often in short supply.

"Consumers are looking for choices, convenience and outstanding service from their retailers and they now have more retail choices than ever before. With the latest technology, specialty retailers have the opportunity to meet these consumer needs and build profitable customer relationships in their unique markets," said Tom Peterson, general manager of IBM Retail Store Solutions. "The SurePOS 600 equips sales associates with the e-business tools they need to access and update a wide range of information across the retailer's entire enterprise. That transforms the point-of-sale into a comprehensive point-of-service."

Reflecting IBM's commitment to open standards, the SurePOS 600 also features open platform compatibility and a choice of operating systems. IBM's commitment to an open platform will provide specialty retail operators with protection on their investment for the life of the POS, as well as a variety of full-function software application solutions from IBM Business Partners located worldwide.

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IBM designed each member of the SurePOS 600 family with the latest computer technology. Each model supports a choice of operating systems and driver interfaces, including DOS 2000, Windows 98/2000/NT, OPOS and JavaPOS. Standard options include a 400 MHz processor, 12.1 inch touch screen display, universal serial bus (USB) connectivity, a 10.1 GB hard drive and the advanced cooling-pipe technology. All of this advanced technology is protected with a durable, spill-proof ergonomic casing allowing for improved cable management.

IBM has also developed a variety of color-matched peripherals, including the thermal SureMark printer, which can print logos and customized messages, as well as magnetic stripe readers, stereo speakers, cash drawers and customer displays.

Due to the high-end processing capabilities and the flexibility of operating systems, specialty retail operators also have the option of an external CD-ROM drive, dual screens and Internet access. For example, a CD-ROM might be a viable replacement for a POS user manual, similar to computer-based training. Employees could easily search the disc when they have a particular question about how to complete a transaction with which they are not familiar, such as an out-of-state check.

The IBM SurePOS 600 family also was designed to provide an integrated POS solution for retailers. Depending on their requirements, customers can choose from three different POS systems, each offering the same flexibility, reliability and low cost of ownership. All models are equipped with an active matrix LCD with the option of touch and non-touch configurations to provide an affordable, in-store, point-of-service solution. The three models are:

- The SurePOS 651 features a sleek design that combines an integrated active matrix touch screen with enough processing power to support a full-function POS or a combined POS with back-office applications. A personal computer memory card expansion slot enables the use of wireless terminals where it is difficult to route cable.
- The SurePOS 621 is optimized for specialty retail operators that want the advantages of the SurePOS 651, such as the multimedia and wireless capabilities, but are not considering a touch screen at the POS.
- The SurePOS 611 can be the answer for specialty retailers looking for a full function POS, but do not require the touch screen, multimedia capabilities or wireless POS.

### **IBM Retail Industry**

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