IBM

IBM 4695 Point-of-Sale Touch Terminal Reference Guide

for IBM Sales Staff and Business Partners

September 1999

Introducing the IBM 4695 Point-of-Sale Touch Terminal

- Designed for retailers: The 4695 Touch Terminals provide advanced infrared touch technology plus robust construction and elegant packaging in distributed or integrated configurations. This attractive combination of technology, ruggedness and small footprint is ideal for retail.

- Leading touchscreen technology: These large flat-panel touchscreens are ergonomically designed, and can tilt and swivel (on some models) to provide comfortable viewing. The wide viewing angle and quick refresh time of the active matrix LCDs allow full-motion video for applications such as operator training and marketing messages. All models use proven infrared touch technology that can be used with gloved hands and does not require recalibration.

- Environmentally hardened: Designed to withstand the rigours of food service and hospitality, the 4695 includes a moulded front cover, infrared touch bezel and LCD protective glass in one seamless component. The hardened-glass LCD screen is scratch-resistant. The unit also tolerates dirt and moisture, and is easy to clean.

  This guide summarises information from several sources, and is not intended as a substitute for the detailed product data available in the 4695 Point-of-Sale Touch Terminal brochure.

4695 Advantages for Retailers

4695 POS Touch Terminal Features	Benefits for Retailers
Developed with retail customers and input from extensive human factors research	Highly efficient terminal
IBM patented design is sealed from liquid and dirt, and incorporates sealed external power supply	Works well in food service, retail, hospitality and leisure industries, and is easy to clean
Infrared touch technology	No screen membrane to damage or wear out
	No interruption of service for recalibration
	Usable with gloved hand
	Hardened glass offers excellent screen clarity
Sleek, attractive appearance	Complements the store image
Price competitive, yet designed for reliable performance and low total cost of ownership	Helps maximise lifetime value
NT preloaded (Model N43)	Ready to run in NT environments
Multiple operating systems	Supports open environment
With appropriate applications, users can be guided with graphics, colours and video	Can reduce training costs
Integrated and distributed configurations available	Retailers choose the best model for their business
Small footprint	Saves checkstand space

Customer point-of-view

"We needed a POS that could run food and beverage as well as retail on one server"

Director of Information Services of
a sporting events company

"It's so logical and incredibly fast and robust"

Manager of a theme restaurant

"It gives the staff the opportunity to build sales"

Financial Director of a British pub chain

"I was confident with the system in less than one hour"

Receptionist at a hair salon

Where can retailers use the IBM 4695 POS Touch Terminal?

- Airlines
- Amusement parks
- Automotive service centres
- Bars
- Boutiques
- Cafeterias
- Casinos
- Children's clothing
- Cinemas
- Coffee shops
- Convenience stores
- Convention centres
- Cruise ships
- Discotheques
- Fast-food restaurants
- Fine-dining restaurants
- Golf shops
- Hair salons
- Hotels
- Ice cream parlours
- Leisure camps
- Pubs
- Schools
- Speciality stores
- Sporting events
- Theatres
- Theme parks
- Universities
- Zoos
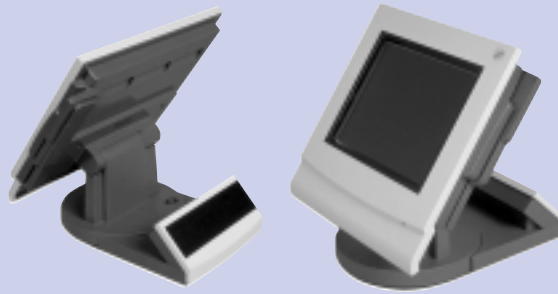
4695 Distributed touch terminal
4695-022   12.1 in. passive color screen
4695-032   10.4 in. active matrix color screen

Connect to any PC or IBM 4694 via #3930 Adapter II

Optional features:

Memory upgrades
#4732 32MB factory-installed DIMM
  (Models 322/342)
#6246 16MB field-installed DIMM
  (Models 322/342)
#6232 32MB field-installed DIMM
  (Models 322/342)
#6250 64MB factory-installed DIMM
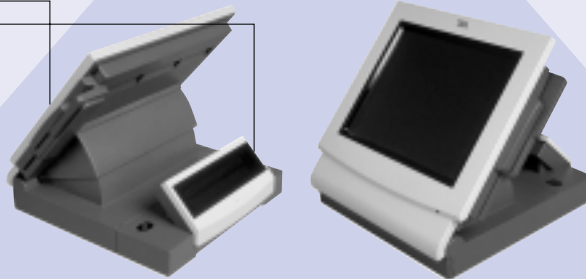 (Model N43)
#6251 64MB field-installed DIMM
  (Model N43)
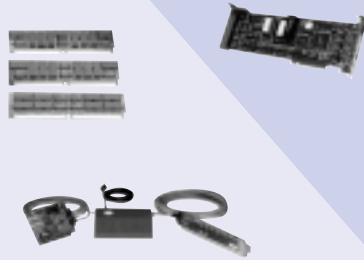
IBM 7497
RS-485 I/O strip and power supply
(allows attachment of RS-485 devices)

Options
#6198 2 additional serial ports
#2901 240V power supply
#2900 110V power supply
#3017 PCMCIA (2 slots) adapter
(#3017 is mutually exclusive with #6198)

#2905 Integrated MSR
#2826 Integrated customer display
#5500 External diskette drive

Optional peripherals:

Distributed shopper display:
40-character LCD #3503

40-character vacuum fluorescent display II #3501
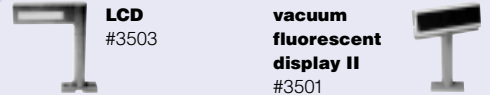
Cash drawer
#3360 Wide cash drawer
#3362 Flip top
#3368 Compact cash drawer
#6790 Integration kit for #3368
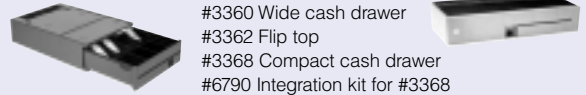
Any PC peripherals
Any PC display
Any PC keyboard
Any PC mouse

4610 Thermal printer
52 lines per second
Receipt and insert station
Receipt cutter bar

Kitchen subsystem
#1261 kitchen system (from 1 to 8 stations)

4695 Integrated touch terminal
• **Enhanced models**

4695-322   12.1 in. passive color screen
4695-342/N43 12.1 in. active color screen

• **Standard features**

Model 322/342 200 MHz MMX processor
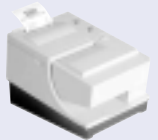Model N43 300 MHz K6™-2

Model 322/342: 16MB RAM, 3.2GB HDD
Model N43: 64MB RAM, 3.2GB HDD
PCI Ethernet 10/100 Autosensing; 2 powered cash drawer ports;
1 parallel port; 2 RS-232 ports; 2 RS-485 I/O ports

IBM 4695 POS Touch Terminal Q&A

Q: Do some of your competitors offer cheaper systems?
A: IBM focuses on the cost of ownership and will not compromise on quality or product development. All our POS systems are designed to withstand the rigour of the retail environment. IBM builds in investment protection.

Q: Can I afford these systems?
A: When you compare prices and consider touch technology, fast customer service, easy training and improved employee morale, you will often find a lower cost of ownership. Upgrading to touch later may well be more expensive.

Q: Will my people be able to use it easily?
A: Visual guidance and graphical prompts make the 4695 quick to learn and easy to use. Customers have reported training time improvements from twice as fast to more than ten times faster than keyboard/display learning times.

Q: Why doesn't your POS have the very latest PC technology?
A: IBM ensures that our POS products have the quality and high reliability that retail customers require by using proven technology. Our aim is to provide value while maintaining quality and reliability by staying at the optimum position on the technology curve.

Find out more today

For more details on the IBM 4695 POS Touch Terminal, please see us on the Web at
'www.ibm.com/solutions/retail' or ask for the
IBM 4695 POS Touch Terminal brochure.

IBM®