



IBM Food Service and Hospitality Solution



*Forward-thinking technology to
help improve sales and service*



IBM SurePOS 500

IBM SurePOS 500 with Integrated Customer Display



Highlights

Advanced design and technology

Innovative technology – including dual-display operation, multimedia support, a built-in presence sensor and Internet capabilities – helps you set a new standard for world-class customer service, create new streams of revenue and optimise operator efficiency.

Open solutions for every food service environment

Three powerful systems, an interactive touch-screen display, high-quality thermal printers, a kitchen system and a full line of peripherals make it easy to configure the right solution for your business. Broad operating system support provides an open platform to run a wide range of applications.

Unprecedented investment protection

With a competitive price, retail-hardened components and systems management tools, the IBM Food Service and Hospitality Solution maximises investment protection for food service and hospitality retailers.

Powerful technology designed for food service and hospitality

The right choice for your restaurant

To survive in the ultra-competitive food service and hospitality market, you have to serve demanding customers quickly and efficiently. You have to deliver this level of quality consistently. And you have to be smart with your money. Today, IBM gives you an easy way to do all three with the IBM Food Service and Hospitality Solution. This complete system helps you:

- Make a quantum leap in speed, performance and reliability at the point of sale (POS) – for a practical, affordable price
- Provide faster, better customer service in any food service environment, from fast food to fine dining
- Deploy the latest advanced POS technologies to help you build customer loyalty and create new streams of revenue

The IBM Food Service and Hospitality Solution includes the IBM SurePOS™ 500 Series POS System with integrated touch-screen display, the IBM SureMark™ Printer, the IBM SurePoint™ Solution and the IBM Kitchen System. Plus, you can choose from various customer displays, magstripe readers and other peripherals. All of which makes it simple and convenient to configure the precise POS solution you need to improve service and profitability in your food service environment.

Bottom-line affordability

The IBM Food Service and Hospitality Solution is among the most competitively priced POS systems in its class, and IBM POS equipment consistently offers high residual value.

Each solution component is retail-hardened and laboratory-tested to withstand the rigors of food service, so you can count on excellent reliability and maximum equipment life. The system unit and integrated display feature spill-proof design, and IBM's cooling-pipe technology cools the system unit with a separate, sealed fan chamber, helping avoid contamination by grease and other hazards.

Systems management technology helps reduce total cost of ownership even more. The IBM Food Service and Hospitality Solution complies with the Wired for Management (WfM) industry standard. This allows you to centrally manage system information with Tivoli™, LCCM and other systems management tools, which significantly reduces support costs. Wake on LAN® helps you maintain systems even if they are unattended or powered down.



Unmatched flexibility

In addition to three unique system units, a fast, single-station thermal printer and a versatile second display or touch-screen, the IBM Food Service and Hospitality Solution offers a full line of easy-to-integrate peripherals. These include various integration kits, a kitchen system, cash drawers in wide or narrow formats, speakers for multimedia applications, magnetic stripe readers and customer displays, including integrated top rear or distributed pole mounted options. A variety of third-party devices and peripherals can also be connected through RS-232 and USB ports.

On the software side, the IBM Food Service and Hospitality Solution provides an open platform. That means you are not anchored to one proprietary application. Instead, you can choose from a growing number of applications developed by authorised IBM Business Partners. Through the IBM StoreProven™ programme, these software vendors have tested applications for the IBM Food Service and Hospitality Solution. Just look for the StoreProven logo to find dependable solutions for a wide variety of food service and hospitality needs. To make sure you can choose the best application for your business, the IBM Food Service and Hospitality Solution offers operating system support for DOS 2000, Microsoft® Windows® 98, Windows 2000 and Windows NT®.

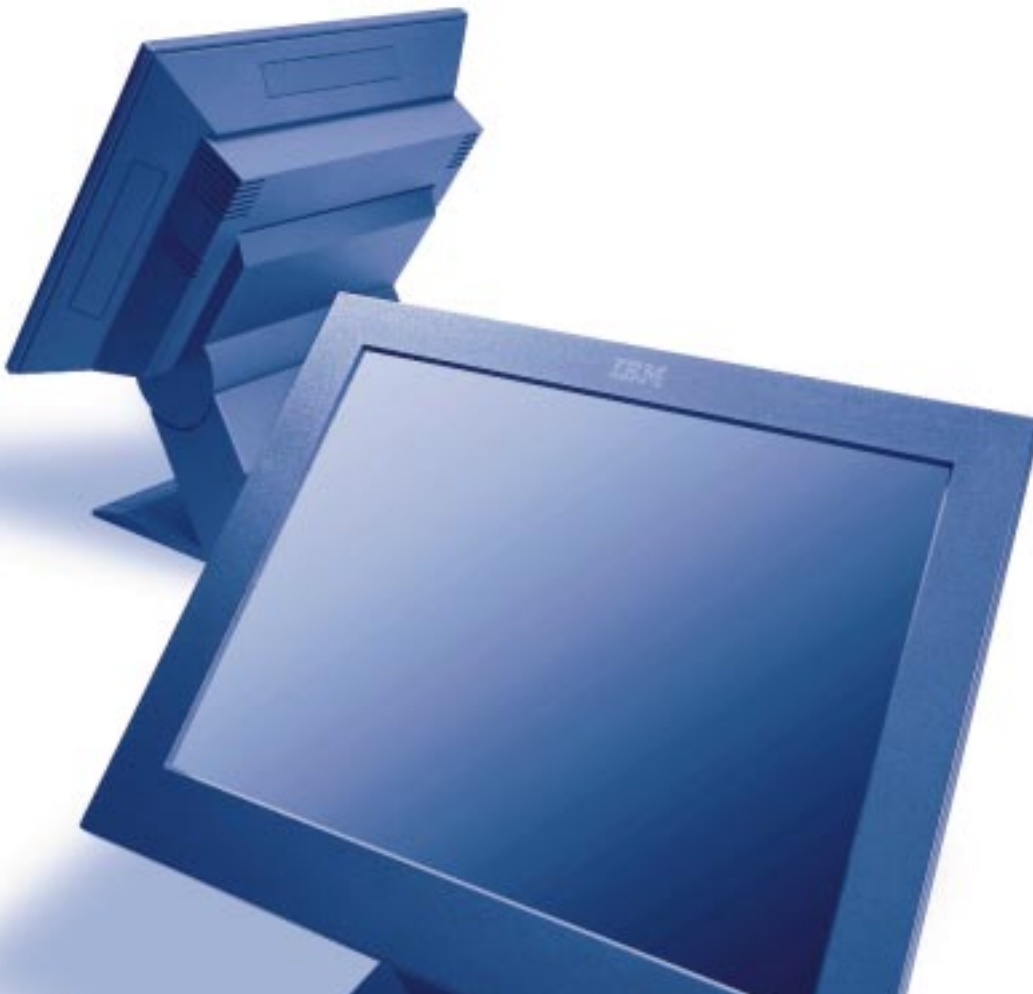
Higher revenue and easier training

The IBM Food Service and Hospitality Solution gives you direct access to advanced POS innovation. It accommodates the IBM SurePoint Solution as a second display, which you can use to enhance the customer experience with interactive multimedia applications, show a scrolling receipt or highlight up-sell opportunities. You can even sell this space to advertisers and create a new stream of revenue for your store.

In high turnover environments like food service, getting employees up to speed quickly not only improves service – it saves money. That's why the IBM Food Service and Hospitality Solution can support computer-based training with video or full multimedia, depending on the model you choose.

The entire solution is designed with help from the IBM human factors team – experts in ergonomics. As a result, it is easy to use, which maximises operator productivity and accuracy.

IBM SurePOS 500 with IBM SurePoint Solution



The IBM Food Service and Hospitality Solution at a glance

The IBM SurePOS 500 Series

The IBM SurePOS 560 is the right solution for food service retailers who want to transcend the limitations of the conventional POS. It features a 400 MHz processor and 64MB of memory, built-in sound support and a high-brightness, active matrix touch-screen LCD for full multimedia, including computer-based training and other interactive programmes. The PCMCIA slot enables wireless LAN, which gives you the flexibility and portability of a wireless POS. The sound system lets you add voice prompts to training programmes. The built-in presence sensor activates the system unit as operators approach to save energy costs.

The IBM SurePOS 540 is optimised for retailers who operate in brighter environments, but who do not need PCMCIA slots or sound capabilities. It offers a 400 MHz processor and 32MB of memory. The high-brightness, active matrix touch-screen LCD with dual active bulb works in brightly lit areas, such as drive-through stations, outdoor cafes and restaurants on cruise ships. The SurePOS 540 is ideal for training with a wide viewing angle that allows easy viewing by up to three operators at once.

The IBM SurePOS 520 is an exceptional value for food service retailers who need a high-powered solution but do not need full multimedia capabilities, bright light operation or a wide viewing angle. The SurePOS 520 offers a low purchase price and low total cost of ownership. It features a powerful 400 MHz processor and 32MB of memory, plus a passive touch LCD that operates well in areas with medium to low ambient light, such as fine dining restaurants, pubs and bars.

Model	4840-521	4840-541	4840-561
Standard Features			
<i>Processor (socketed)</i>	400 MHz AMD K6-2® or greater	400 MHz AMD K6-2 or greater	400 MHz AMD K6-2 or greater
Memory			
<i>Standard (DIMM)</i>	32MB	32MB	64MB
<i>Maximum (DIMM)</i>	256MB orderable (max 512MB)	256MB orderable (max 512MB)	256MB orderable (max 512MB)
<i>Video memory (user defined)</i>	2MB, 4MB or 8MB UMA	2MB, 4MB or 8MB UMA	2MB, 4MB or 8MB UMA
<i>Maximum colours</i>	16 million	16 million	16 million
<i>PCMCIA Type II expansion slot</i>	No	No	Standard
Hard disk drive			
<i>Standard</i>	10.1 GB 3.5" IDE or greater	10.1 GB 3.5" IDE or greater	10.1 GB 3.5" IDE or greater
<i>Optional floppy drive</i>	1.44MB	1.44MB	1.44MB
LAN (onboard)			
<i>Ethernet 10/100</i>	Yes	Yes	Yes

The IBM Food Service and Hospitality Solution at a glance (continued)

Model	4840-521	4840-541	4840-561
Ports			
<i>Customer Display</i>	1	1	1
<i>Video</i>	VGA	VGA	VGA
<i>RS-232-serial</i>	3	3	3
<i>USB</i>	2	2	2
<i>Parallel</i>	1	1	1
<i>External floppy</i>	1	1	1
<i>MSR</i>	1	1	1
<i>PS/2 keyboard/PC mouse</i>	1	1	1
<i>Microphone</i>	0	0	1
<i>Stereo speaker</i>	0	0	1
<i>Cash drawer</i>	2	2	2
<i>Audio</i>	No	No	standard
<i>Presence sensor</i>	No	No	standard
Dual bulb display (12.1")	DSTN (passive)	Ultra-bright active (TFT)	Ultra-bright active (TFT)
<i>Tilt adjustment (counter)</i>	30 to 90 degrees	30 to 90 degrees	30 to 90 degrees
<i>Tilt adjustment (wall-mount)</i>	-10 to 15 degrees on wall from vertical surface	-10 to 15 degrees on wall from vertical surface	-10 to 15 degrees on wall from vertical surface
Optional features			
<i>1.44 diskette drive</i>	Optional	Optional	Optional
<i>Cash drawer lock</i>	Yes	Yes	Yes
Operating systems supported			
<i>DOS 2000 (no USB)</i>	Yes	Yes	Yes
<i>Microsoft Windows 98, 2000</i>	Yes	Yes	Yes
<i>Microsoft Windows NT 4.0 (no USB)</i>	Yes	Yes	Yes
Note: IBM POSS drivers for the SurePOS 500 can be downloaded from the IBM Retail Store Solutions Web site at www.ibm.com/industries/retail/store			
Drivers supported			
<i>OPOS 1.4.3 or later</i>	Yes	Yes	Yes
<i>JavaPOS™ 1.5.0 or later</i>	Yes	Yes	Yes

The IBM Food Service and Hospitality Solution at a glance (continued)

Model	4840-521	4840-541	4840-561
Dimensions			
<i>Mounting configuration</i>	Counter and wall-mount	Counter and wall-mount	Counter and wall-mount
<i>Inches</i>	Counter: 13.5 to 14.7 H x 12.7 W x 12.8 D	Counter: 13.5 to 14.7 H x 12.7 W x 12.8 D	Counter: 13.5 to 14.7 H x 12.7 W x 12.8 D
<i>mm</i>	Counter: 340 to 381 H x 325 W x 321 D	Counter: 340 to 381 H x 325 W x 321 D	Counter: 381 H x 325 W x 321 D
<i>Weight (I/O devices extra)</i>	9.5kg (21 lbs)	9.5kg (21 lbs)	9.5kg (21 lbs)
<i>Speaker</i>	–	–	0.5kg (1.1 lbs)
<i>Magnetic Stripe Reader (MSR)</i>	.16kg (.35 lbs)	.16kg (.35 lbs)	.16kg (.35 lbs)
Limited warranty	1 year	1 year	1 year

The IBM SureMark Printer

The SureMark Printer now provides new models specifically designed for food service and hospitality. These quiet, high-quality, single-station thermal receipt printers set a new standard for speed, delivering up to 52 lps for SBCS output and up to 50 lps for DBCS printing. At this speed, SureMark Printers become valuable marketing tools that can print logos, coupons, barcodes, loyalty points and customised messages on receipts. Thermal print quality is crisp, clean and easy-to-read. Printing in a second accent colour lets you highlight loyalty points, itemised savings and other data. For retailers who need additional memory for failsafe journal storage, an optional 2MB or 8MB is available for some models via a request for price quotation (RPQ).

These printers are specifically designed for food service and hospitality, with very small footprints, flexible wall-mounting options and an upside-down printing feature that keeps receipts right-side-up as they exit the printer. International and global retailers can use SureMark Printers as a single worldwide printer platform to improve service and support efficiency. Because these printers offer SBCS and DBCS models, multinational retailers can select the right printer for any geography. Fiscal printer solutions are available for the SurePOS 500 in many countries. Check with your local IBM representative for more details.

The IBM SurePoint Solution

The IBM SurePoint Solution provides a full-screen display to support graphical user interfaces (GUI) and view high-resolution video. It can also operate as a touch-screen that optimises hand-eye coordination and operator accuracy. The touch-screen model can include an MSR. As a customer display, the SurePoint Solution allows you to show advertising, promotions, scrolling receipts, loyalty points and other information you can use to maximise revenue opportunities.

IBM Kitchen System

This reliable, high-powered system includes a bump bar with 17 membrane keys, an I/O unit and a network controller that connects up to 16 I/O units to a single POS system. Choice of monitors includes the IBM SurePoint Solution as well as standard-interface VGA displays. This system supports the latest kitchen software applications, which can help increase efficiency and minimise communication issues from ordering to the kitchen to serving.



For more information

To learn more about IBM Food Service and Hospitality Solution and other IBM POS solutions, contact your local IBM representative or find us on the Web at www.ibm.com/industries/retail/store.

To place an order, call 1 800 IBM-CALL (1 800 426-2255) or 1 770 863-1000 outside the U.S. and Canada.

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