

## MOBILE POS >

Mobile POS is a wireless point of sale solution that operates with a PDA and wireless printer to help retailers improve operational efficiency. With Mobile POS issuing receipts directly from the selling floor, you reduce waiting lines and enhance your customer shopping experience.

Scan the customer order and print a receipt with a bar code so the order can easily be recalled at the point of payment. Manage your peak time and stop long lines before they form without the need to add checkout counters. With the increasing value of real estate, maximize your retail floor space by adding points of sale without adding checkout lanes. Enable your customers to conveniently make purchases in special areas with seasonal products without having to go back into the store.

## FREQUENT SHOPPER >

Increase your customers loyalty by saving them the frustration of waiting in line.

The frequent shopper functions provided with the SMS software are key tools to keep customers coming back to your store. Discounts, alternate price levels, issuing points, and tracking charge balances are simple methods to target your current customers with instore promotions. All customer benefits are programmable by shopper level (bronze, gold, platinum, etc).

Smart retailers are using this concept to reward their customers with all kinds of promotions. Our design is so flexible, that you could barely think about a promotion that we can't do. You can create a promotion thru store coupon and attach this promotion based on unlimited criteria. Customers are amazed with the potential of our frequent shopper capability.

## BALANCING >

Balancing your store is one of the critical tasks performed in your operations. Making sure you have the tools to balance your store is one of our priorities. From Cashier pickup thru Safe balancing, we are supplying you with powerful balancing tools that control Cashier float, safe money and brink deposits. Balancing figures being integrated with your sales information, printing a balance sheet is one click away.

- Operator, lane or till balancing
- Loan and withdrawal directly from the register
- Programmable week start (Sunday, Monday...)
- Balancing periods: daily, weekly, opened
- Real-time list of active cashiers with drawers
- List of cashiers by short/over order
- Pickup checks from a list of accepted checks
- History of transactions keeps track by cashier

## ELECTRONIC ADVERTISING >



of purchase decisions  
are made in store ;  
a good reason to put more time,  
attention and strategic design  
into your store advertising.

Many Points of sale are equipped to place electronic advertising on the customer displays. However, building the ad screens is cumbersome. As a retailer, you do not have the time and resources to design advertising slides. But who is in a better position to decide which advertising has to take place in your store? You already spend much time on the promotion of your items, then why shouldn't you automatically advertise these items? Your point of sale customer display is where you can talk to your customers. Smart retailers use advanced technologies to advertise their products, promote a local event, present their store departments with sexy advertising. Your point of sale is not only your selling tools, it could be the attraction of your store.



**Integrated solution for smart retailer**

### Exclusive Partners

LOC SOFTWARE 4000, Le Corbusier Blvd, Suite 101, Laval (Québec) H7L 5R2  
Tel. : 450-963-1122 info@locsoftware.com www.locsoftware.com

CASIO 570 Mt. Pleasant Avenue Dover, New Jersey 07801  
973-361-5400 800-548-0212 www.casio.com e-mail : spd@casio.com  
www.casio4business.com