ADVANTECH
IN RETAIL

Why Choosing Advantech for Retail and Hospitality?

- Multi-national company with worldwide presence

- Industrial grade products at competitive cost

- Product longevity up to 3-5 years and superior warranty/service options

- Extensive customization capabilities

- Global logistics and RMA services with local support

- Extensive customization capability from board to system level

- Over 25 years experience

- IP65/NEMA 4 level sealing

- Comprehensive product and service line from board to system level

- Partnership with multiple software companies

- Member of POPAI (Point of Purchase Advertising International)

- Watchdog timer, automatic boot (BIOS), creation of embedded OS custom images

Advantech in Retail:
Service Is Only A Touch Away

With online shopping becoming ever more common, retail is under heavy pressure from Internet commerce, which many consumers consider easier and more convenient. While retail retains the advantage of physically being where customers are, product hands-on and instant availability are often no longer enough.

For retail, the answer is to combine its still considerable strengths and advantages with the convenience, choices, value-added and incentives of online shopping. If customers feel they get the best price, the best information and the best service right at their local retail store while being able to see and touch the products, retail regains the competitive edge, and makes the sales.

But how can it be done? The answer lies in offering an engaging value-added retail customer experience with Advantech interactive touch screen displays and digital signage products. Using this remarkable, and remarkably affordable, new technology, retailers can offer the strongest possible shopping experience where information, incentives, entertainment and service are truly always just one touch away.

eService Building Block: The Advantech UTC-W101 Touch Computer

UTC stands for "Ubiquitous Touch Computer" and the series is being introduced to fill the rising demand for self-service and interactive signage applications. The inexpensive UTC-W101 is a tough, reliable all-in-one system equipped with a wide-format LCD touch panel and whatever integrated key peripherals are needed to allow end users easy access to information, entertainment and self-service transactions.

Designed from scratch to meet the requirements of a public environment, the UTC-W101 touch panel is fully sealed in accordance with the IP65/NEMA 4 protection standard. A watchdog timer and power management features make the system secure and stable, with onboard hardware monitoring features providing automatic protection and the reliability required for 24/7/365 operation.

From a technical perspective, the eye-catching UTC-W101 touch computer is based on fanless Intel Atom Z510P or Z530P processor architecture with very low power consumption, yet powerful multi-media playback capabilities and full compliance with the Intel Core™ microarchitecture instruction set so developers can use the same compilers and existing software development tools.

The 10.1-inch 1024 x 600 pixel wide-format resisitive touch display with LED backlight is augmented with capacitive touch programmable hotkeys. Compact size (10.2 x 7.8 x 1.5 inches) and standard VESA 75mm mounting allow for flexible placement virtually anywhere. Generous onboard connectivity makes integration easy. 2-channel stereo, optional microphone and top cover modules with webcam or service call lights offer easy customization for all sorts of applications.

Interactive Retail—Enhancing the Customer Experience

Elegant, yet rugged and reliable self-service interactive touch panel computers, such as the Advantech UTC-W101 and the upcoming larger UTC-W151, have the capacity to meet ever-rising customer expectations productively and profitably. Touch operation, hot keys, multimedia content, and instant access to help, additional information and complementary offers make these panels an increasingly important part of the retail and hospitality customer experience.

These systems are designed specifically for retail environments where sleek design, silent operation, complete reliability, and a natural viewing and interactive experience matter. They are internally and externally expandable for any customer setting. Customization includes colors, the design and number of hotkeys, and the addition of numerous peripherals.

Industrial quality design and manufacturing guarantee superior durability and longevity, low maintenance costs, high statistical mean-time-between-failure, and lowest possible total cost of ownership.

Excellent wired and wireless connectivity allow for easy integration into industry standard content managers, information servers, billing systems, POS and backend systems, inventory management, and numerous emerging interactive applications.

eTransaction Mini Kiosks

Touch screen mini kiosks can be used to provide personalized self-service to customers who have come to expect more than just ads and coupons. Interactive kiosks can offer instant advice on item location, help with recipes, as well as personalized suggestions and store incentives. Inexpensive and easily installed kiosks can be deployed throughout the store, offering instant help, status of customer incentive accounts, gift card balances, or pre-checkouts.

Ubiquitous Touch Computers: Additional Applications

Healthcare:

- Infotainment
- Additional revenue streams
- Point of Inspection
- Point of Information

Hospitality:

- Table-top self-ordering
- Interactive signage
- Reservations
- Self-check in/check out

Access Control:

- Parking & Ticketing
- Membership Control
- Authorized Admission
- Biometrics & special access

Ubiquitous Touch Computers: Complementary Products

As an experienced provider of industrial grade products and platforms, Advantech offers a wealth of building blocks and components for any conceivable interactive retail, self service and digital signage project. The examples shown on this page are representative for dozens of such complementary products.

PPC-L128T Fanless Panel PC

Suitable for applications that require a larger screen and the ruggedness of a more traditional Panel PC, the Intel Atom N270-powered PPC-L128T is a flexible, ultra-reliable solution for low-noise environments where maximum connectivity (six USB, three serial, PS/2, PCI/PCIe and mini-PCIe expansion, optional 8-bit GPIO) matter. It is also a perfect solution for self-service applications in environments that require RS-485 automatic data flow control and an optional internal smart battery module for operation during an unexpected loss of power.

PIT-1501W Patient Infotainment Terminal

The PIT-1501W is a state-of-the-art multi-function infotainment terminal with a 16:9 aspect ratio wide-format display that provides HDTV-standard 1366 x 768 pixel resolution for optimal viewing of video and movies as well as HD programming with an optional digital TV tuner. The device is powered by low-voltage, efficient Intel Atom Z5xx series processors, enabling silent, fanless operation and very low power consumption. Weighing less than ten pounds and being just 2.5 inches thick, the compact PIT-1501W can be used and mounted just about anywhere. Based on Windows Embedded or Linux, the terminal can be configured to provide a wide variety of entertainment, diagnostic, information, transaction and communications services. Like all Advantech products, the camera-equipped PIT-1501W is rugged, well-sealed, easy to clean, and offers a variety of safety and security features such as LED indicator lights and nurse call button as well as RFID and Smart Card readers.

ARK-DS303 Value Digital Signage Platform

Applications with strong digital signage requirements that include a combination of different data streams (video/Flash, graphics, text and ticker, etc.) in multi-zone layouts benefit from dedicated digital signage players designed to provide support for a variety of media formats. The ARK-DS303 is a small (7.25 x 4.6 x 1.8 inches), rugged and versatile Intel Atom N270-based media player. Its silent operation, low power requirement, economy, reliability, and ability to run full 720P and 1080P high definition video make it an excellent choice for media-intensive projects.
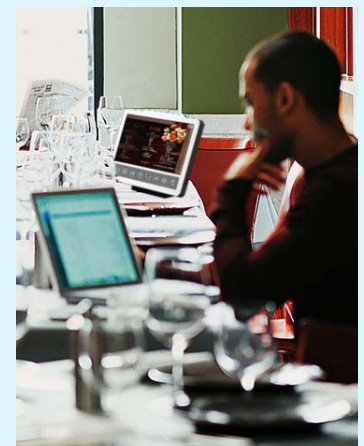
ARK-DS350 High Graphic Performance Digital Signage Platform

The DS350 is Advantech's signage platform solution for projects with substantial graphics requirements. The compact (9.9 x 7.8 x 2.4 inches) platform's integrated ATI Radeon HD3200 graphics, dual HDMI and VGA capability, and ability to support full high definition video decoding up to 1080P make the ARK-DS350 a powerful, reliable, and industrial-strength building block of interactive solutions and signage systems. Extensive onboard I/O as well as watchdog timer, dual LAN connection, hard disk or Flash operation, and mini-PCIe expansion allow for maximum versatility.

☑ Touch computers

☑ Touch panels

☑ Infotainment terminals

☑ Signage players

☑ Industrial motherboards

☑ Embedded SBCs

☑ Embedded IPCs

☑ Fanless designs

☑ Silent operation

☑ 24/7/365 operation

☑ Minimal maintenance

☑ HD video support

☑ Digital TV Tuners

☑ Flexible audio options

☑ Extensive customization

☑ Lowest TCO

☑ IP65/NEMA 4 certified

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Deploy Anywhere

One of the many advantages of the small and handy UTC touch terminals is that they allow quick and easy mounting virtually anywhere. Be it on the floor, on shelves, on walls or on displays, flexible mounting solutions make rapid deployment or rearrangement possible.

Mounting can be stand-alone, or UTCs can be deployed in easily assembled Do-It-Yourself custom kiosks. Kiosks can accommodate all screen sizes and peripherals required for interactive multimedia displays.

UTCs are quickly adaptable for custom eServices in any retail or other environment via detachable peripheral modules. Those include webcams, speakers, card readers, MSRs, thermal printers, barcode scanners and more.

Market Size

North American self-service transactions were almost US$800 billion in 2009 and will likely top US$1.6 trillion by 2013 (IHL Group, 2009). As a result, the current US$800 million digital signage market, which has proven its effectiveness as a marketing channel, will grow to an estimated US$3.5 billion by the year 2011.

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Interactive Touch: Limitless Potential

Leveraging the Retail Advantage

Regaining the retail advantage with a network of interactive panels and kiosks that allow shoppers easy access to product information, pricing and availability; convenient self-service transactions; and a variety of other services, while also offering targeted advertising and incentives, special deals, and keeping track of customer spending habits and priorities. Depending on the application, panels may include key peripherals such as scanners, magnetic card readers, RFID readers, light sensors or printers.

Embracing Interactive Technology

These days, customers are expecting instant service and instant access to information. Waiting in line is considered an unacceptable nuisance and leads to dissatisfaction and lost sales. Interactive terminals and kiosks eliminate the wait while promoting new products and events, and gathering information on customer preferences and buying pattern.

Terminals such as the Advantech UTC-W101 can be mounted virtually anywhere—shelves, reception desks, lobbies, gates, shop floors—and they can also be integrated into multi-function kiosks. System integrators can get interactive DIY kiosks as pre-assembled enclosures in various designs and sizes. Some can be set up in as little as ten minutes whereas others are more complex and require more assembly and configuration. In each case, interactive touch screen computers reduce waiting, transaction costs, staffing and frustration. Instead, they increase sales, customer satisfaction, the ability to compile information and record spending habits, and they provide a revolutionary venue to inform, entertain, leverage, promote, and strengthen customer and brand loyalty.

Count on us with AdvantechCare

Advantech industrial grade products are extremely reliable and require virtually no maintenance. However, if service or help is required, we are there. Whether it's an issue with efficiency, budget control, or after sales support, AdvantechCare Service is available to help with customizable AdvantechCare service packages that may include extended warranty service, Advantech Onsite Service where an engineer will bring repair parts the next day and handle problems onsite at the customer's appointed place, pickup service of defective units, advanced replacement service, as well as data security, system rescue, upgrade, and technology update services.