



Solution Blueprint

iPOS LINE

Tecnoworld PMI8M embedded board

Intel® Pentium® M or Intel® Celeron® M Processors

Intel® Chipset 855GME or 852GM
North Bridge and ICH4M South Bridge

Front side Bus: 400 MHz
512 MB DDR400 Memory

Product Development

iPOS: more connectivity to the Point of Sale

The Tecnoworld board with the embedded Intel® chipset guarantees connectivity and reduced size for the new RmZnet line

Profile

Created in 1997, the Brazilian company RmZnet has today a team of professionals highly experienced in the manufacturing of automation products. Its differential is the distribution of proven quality products to Brazilian and international companies.

RmZnet offers personalized service in both the commercial and the technical areas. It also offers direct assistance and acts in partnership with other technical assistance companies throughout the country. With an aggressive commercial policy and offering competitive prices, RmZnet has maintained its leadership position as one of the largest distribution companies in the commercial automation segment.

Among its product lines are commercial automation equipment such as fiscal and non-fiscal printers, readers, autonomous terminals, monitors and touch screen displays, among others. RmZnet also works with its own technology in the access control, time clock and electronic turnstile segments. The company is always seeking technological evolution, which is based on the professionalism and growing specialization of its team.

Scenario

Imagine a food kiosk situated in the middle of a beach, surrounded by sun, sea, sand and heat. Although the place is paradisiacal for the tourists, it is very different when you must install, operate and maintain computers in this environment. In these conditions, a computer normally lasts only six months before suffering a fatal attack of sea air. Only a more robust product that is prepared to function in more adverse situations can not only resist the sea air but also add value to the business.

That is precisely the case of RmZnet products, made up of the items: iPos Touch, iPosx and iPos Media.

The development process of the RmZnet line resulted from the lack of options in the market that combined the excellent performance with reduced size. More than this, there was a lack of self-service products for large retailers. To give its products greater agility and flexibility, RmZnet sought to add the benefits of connectivity provided by the Intel® board.

After analyzing the options offered by other manufacturers, RmZnet opted for the Tecnoworld PMI8M board, with an Intel® processor, chosen for taking care of the requirements of a point of sale, including connectivity to the EFT (electronic funds transfer) system.



iPOS MEDIA: Multimedia Consultation Terminal (Check Price)





iPOSX: Mini CPU with high connectivity

“Known throughout the world, the Intel product assures the quality of our commercial automation line. It was also chosen for its connectivity characteristics and energy economy.”

Robson Martins
RmZnet Commercial Manager

Measures of Success

- iPos line of RmZnet is ecologically correct.
- With an advanced design, the products can be personalized according to the colors chosen by the client.
- The iPos Media, with an integrated multimedia terminal, permits the client to consult the current price of a product and receive other interesting information in the form of images and videos.
- The iPos Media represents an extra source of income for the storekeeper, who can sell advertising exhibition spaces on the terminals as well as show the store's special offers.
- The products consume little electricity and do not need artificial ventilation for cooling.
- The iPos line takes advantage of the characteristics of the Intel® platform for on-board system that proved to be the best in tests.
- The design of RmZnet products provides economy of space, more comfort to the operator and a considerable improvement in productivity measures.
- RmZnet guarantees that its products operate in adverse environmental conditions without presenting problems.
- Tested by large commercial chains, the RmZnet products offered the availability required by this sector.

- Touch screen technology, present in the iPos Touch, eases and simplifies the use of the product and offers superior performance in industrial and medical applications, among others.
- The iPosx, with its light and strong cabinet comes with protection against sea air, corrosion, humidity and dust.

The iPos line with Intel® technology, offers connectivity and energy economy, which translates into very satisfied clients

When the development of the iPosx, iPos Media and iPos Touch began, RmZnet tested the products of three board makers to define which would be the best choice to meet the connectivity needs desired for the new equipment. The lack of necessity to use artificial cooling since the Tecnoworld PMI8M embedded board works cool, allied to its energy economy, were the decisive factors for the choice. Its reduced size was another characteristic that the developers valued since it facilitated the products' design. Installed in a very small case, the board assures the storeowner ideal performance as well as an economy of space, which was of fundamental importance.

“With the support of Intel, we developed a platform that gets what the world wants. We created ecologically correct products that consume very little energy, four times less than the traditional models, which is a cost reduction that contributes to the environmental health of the planet”, comments Paulo Sérgio Blanco Martins, President of RmZnet.



iPos Media represents additional income that helps to pay the investment

To comply with federal legislation, which requires that a storeowner place a terminal for consulting prices every 20 meters, RmZnet created iPos Media. It is a price terminal with integrated multimedia and an attractive design (that can be customized according to the logotype of each client). It permits the consumer to confirm the prices of products easily and rapidly as well as with audio.

The great advantage of this product is the possibility of exhibition of videos or digital photos, a factor which may represent an additional source of income for the storeowner. Especially in São Paulo, where a municipal law restricts billboards and other outdoor advertising, this product has appeared in the market at a very propitious time. Indoor media can be a good alternative for the storeowner to offer an exhibition space to its suppliers, creating in this way a source of additional income for the storeowner. Thus, in only one week, it is possible to recover the investment in the equipment. The iPos Media client will feel the positive effect caused by the point of sale publicity in his pocket.

A well-produced advertisement will convince the client to consume more, to take advantage of a special offer, which means more profit for the company.

iPosx occupies little space, but delivers high performance

The commercial establishments that have restricted space can count now on iPosx, a piece of equipment that is ecologically correct, that

consumes only 35 watts of power. In the highly improbable case that some damage occurs, such as with the external power source, the piece can be exchanged easily without loss to the business. With all the facilities of a miniature PC, like the iPos Media and the iPos Touch, the iPosx works cool, which provides a long useful life for the equipment, one of the most advanced of its category. It offers many connectivity options: for the keyboard, monitor, mouse, microphone, video and speakers, as well as four serial ports, six USB, one parallel and connections for networks 10/100/1000 and 10/100. "The great advantage of the Intel® board is that it permits all this connectivity in a reduced size", comments Robson Martins, commercial manager of RmZnet.

Available in two color combinations (blue and gray and black and gray), the iPosx is protected against an excess of humidity in the interior of the cabinet. As it is plastic and hermetically sealed by design, the iPosx is immune to dust and sea air, and is the ideal choice for establishments located at the seashore. Whoever wishes can as well ask that the product be delivered with the company's logotype.

iPos Touch adds ease and speed to the point of sale

The third product in the RmZnet line maintains the characteristics of connectivity and energy efficiency of the other products. However, its differential is the touch screen technology, which is capable of making a difference at the point of sale. Its screen can be adjusted at various angles for greater visual comfort for the user.

The iPos Touch provides security in electronic transfers (EFT) as well as maintaining the innovative and flexible

design characteristics. As well, it can receive the logotype of the establishment. In the case of this product, the other differential is the interactivity: the client can be identified and can interact with the options that the storeowner puts at his disposal.

All the products in the commercial automation line of RmZnet use the small size of the Intel® chipset and its superior processing capacity to take maximum advantage of the physical space available. Getting rid of the cooler practically eliminates the probability of a crash and of interruption of client service. In acquiring this type of equipment, a telemarketing company with, for example, 800 positions can save the equivalent of various meters and place more employees in the same space. "Today there doesn't exist another computer with the size of the iPosx", states the President of RmZnet.

Easy to operate, the RmZnet products with Intel® technology, can be used in all segments except domestic use, from a large supermarket chain to a small store,

including commerce in kiosks—very common in shopping centers throughout Brazil. Since it does not accumulate heat, it can be installed wherever is most convenient for the seller. The performance and quality of the product will be noticed by the client, who will perceive the agility in all its processes. This will translate into greater consumer loyalty. In the supermarket, for example, greater speed in service will leave the consumer more satisfied. With this equipment, the storeowner conquers flexibility and speed in customer service, which is so highly valued these days.



IPOS TOUCH: POS Touch Screen

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