Point-of-Sale Meets Mobility and Functional Flexibility

Increasing customer service and operational efficiency with Fujitsu*'s ultra-light tablet, based on the Intel Atom processor

Figure 1. The Fujitsu* Q550 Retail Slate* on a Stand

"Our ultralight, yet very powerful Q550 Retail Slate* enables retailers to deliver a higher level of service to customers."

Bruce Donis
Vice President of U.S. Retail Sales Fujitsu America

Wireless POS Device

The retail industry is entering a second wave of wireless technology deployment, called mobile retail, which follows the widespread build-out of WiFi hotspots by businesses seeking to provide customers an enhanced level of service. The end result will be a more connected retail environment, with mobile devices, like tablets, smart phones and digital signage, enabling customer-facing and store-operation functions anywhere on site. Customers will find an improved in-store experience, including faster checkout, real-time product information and better coordination between online and physical storefronts. Employees can carry out operational tasks, such as inventory, checkout and price lookup, using a single wireless device.

Designed to redefine mobility in retail, the Fujitsu* Q550 Retail Slate* is a wireless device that supports all the functionality of a full point-of-sale (POS) terminal, and more. It gives retailers the ultimate flexibility, whether used for managing inventory, running a kiosk, browsing the web, connecting to social media, line busting or other things. The tablet, pictured in Figure 1, is based on the Intel® Atom™ processor, which delivers exceptional performance while consuming

a mere three watts of power. For specialty stores, the Q550 Retail Slate offers the convenience and economy of a multi function device; and for large chains, it enables sales assistants to give customers the information they want from anywhere in the store.

Incredible Flexibility

The Q550 Retail Slate is capable of serving several roles in the retail environment, including:

Price Lookup
Attach a scanner to the tablet to let sales assistants and customers look up prices

Inventory
Carry out inventory operations, whether on the floor or in the stockroom

Consultative Selling
Stand next to customers and show them product comparisons

Checkout
Mount the tablet to the counter, execute POS functions, and undock when desired

Self Service
Use the tablet to run a self-service kiosk that provides information and plays ads

Line Busting
Checkout customers while they are waiting in line

Mobility and Usability

Covering all the bases, the Q550 Retail Slate was engineered with portability, mobility, battery life and usability in mind. It's lightweight, just 1.6 pounds, which makes it easy to carry around. All the standard wireless connectivity options are available: WiFi (a/b/g/n), Bluetooth and 3G (optional). The energy-efficient Intel Atom processor works all day on more than 8 hours of battery life[1], or longer with a second quick-swap battery.

The tablet is easy to use with a large, bright, 10.1 inch, capacitive touchscreen supporting multi-finger input (e.g., zoom in/out) and pen capability. The screen has a 160-degree viewing angle, both horizontal and vertical, so customers can view content from practically anywhere they're standing when the tablet is used for line-busting, consultative selling or in a kiosk. There is also an on-screen keyboard with a prediction engine. The tablet can be mounted to a checkout counter or kiosk, placed on a stand or held by its hand straps. An optional sled accessory wraps around the tablet and provides MSR and/ or barcode scanning capabilities for mobile POS functionality.

Productivity Features

Designed from the ground up with the key features businesses demand, the Q550 Retail Slate comes with enterprise-friendly Microsoft* Windows* 7 Professional and is easily deployed in corporate environments. The system is capable of running multiple applications simultaneously, such as retail back office or Microsoft* Office*. Retailers can utilize their existing Windows* applications to avoid retraining.

The tablet's hot-swappable battery enhances availability by providing service continuity in all situations. For instance, if the unit runs out of power during a transaction, it will go into suspend mode and allow a charged battery to be swapped in, and subsequently, transaction processing can be resumed and completed.

Retail Hardened

Built tough, the Q550 Retail Slate meets nine military standard tests (i.e., MIL-STD-810G), due in part to its chemically strengthened glass and magnesium alloy back cover. For greater reliability, the tablet is fanless and uses solid state drives. To provide robust security, the tablet incorporates an embedded Trusted Platform Module (TPM), which facilitates hardware-based, full disk encryption and device-to-device authentication. Further protecting data, unauthorized access to smart cards can be prevented with the integrated fingerprint sensor.

Power-Optimized

Remarkably power efficient, the Intel® Atom™ processor Z6xx series enables the Fujitsu Q550 Retail Slate to deliver high performance and extended battery life at the same time. Part of the credit goes to ground-breaking power management, which conserves energy by turning off unused portions of the processor whenever possible. Other power savings come from integrating the memory controller and a 3D graphics engine on the processor. Boosting performance, the Intel Atom processor can perform multiple POS tasks, like executing transactions and playing advertising on the customer display, at the same time.

"The Intel® Atom™ processor allows our tablet to easily integrate into a retailer's existing IT environment."

Bruce Donis
Vice President of U.S. Retail Sales
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