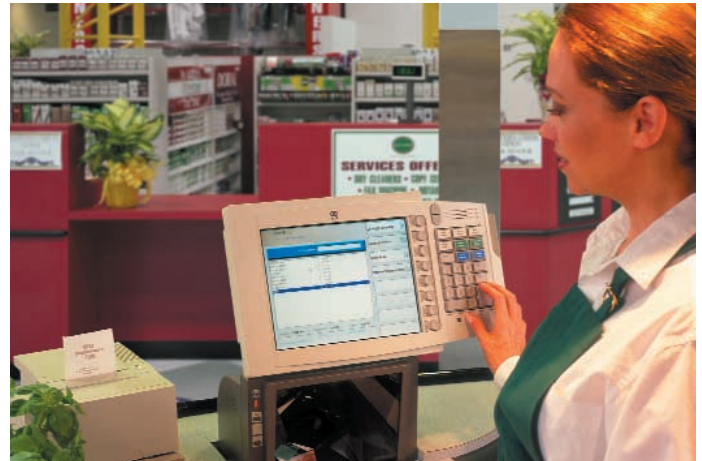




NCR
Transforming Transactions
into Relationships

NCR DynaKey Advanced Retail Interface

NCR DynaKey is a revolutionary POS interface, designed to make serving consumers and training your employees faster and easier.



NCR studies show that NCR DynaKey can reduce training time up to 50%, while potentially increasing cashier productivity by as much as 10%.

NCR DynaKey™ is an innovative operator interface for your point-of-service (POS) that can dramatically shorten training time for your new employees, while boosting the productivity of your experienced users. NCR DynaKey helps reduce the time it takes to turn a new employee into an experienced and efficient POS operator. Your customers will note and appreciate the difference.

Your employees focus on the consumer

The intuitive design of NCR DynaKey can help your store employees feel more confident at checkout, freeing them for more interaction with consumers.

NCR DynaKey packs all of the tools you need at the checkout into one compact device:

- High-resolution, 12.1" (30.7 cm) color LCD display keeps your employees informed of what has happened during the transaction and what to do next.
- Eight dynamic keys, up to 13 programmable function keys, a numeric keypad, and receipt scrolling keys provide the simple operations needed for your newest employee and the tools to support your most experienced cashiers.
- Optional magnetic stripe reader allows your employees to process customer payment.
- Keylock provides system safeguards.
- Checkstand post or low-profile tabletop mounts offer flexibility for the best fit with your checkstand design.
- Audio speaker provides immediate error acknowledgment or positive encouragement for new employees.
- Optional, resistive touchscreen supports touch-enabled applications.

You get more productivity with less training

Determining your training budget and managing rapid employee turnover is not easy. You must quickly turn new hires into productive employees who can keep your checkout lines moving and provide excellent service to consumers. All are important aspects of the shopping experience you deliver. By installing NCR DynaKey, even your newest employee can serve consumers at the checkstand like an expert. The easy-to-use ATM-type interaction leads your employees through each consumer transaction correctly.

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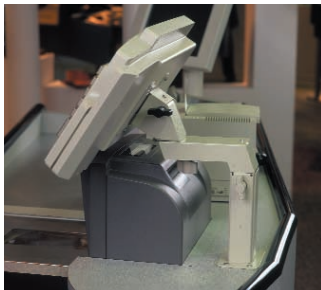
NCR DynaKey works the way employees think, instead of training your employees to think the way a computer works. Each of your employees approach transactions differently, and DynaKey makes allowances accordingly. Because DynaKey is easy to use, your employees will make fewer mistakes.

Complex transactions are made simple by NCR DynaKey because your employees:

- can complete the same transaction in different ways.
- need to memorize very little information.
- have fewer keys to select.
- can only choose from valid options.
- use easy-to-understand graphical images.



The NCR DynaKey is available with various mount options to meet your checkstand requirements. Options include a low-profile, tabletop mount (shown above) or a checkstand mount which can be attached to the counter (shown to the right).



improve in-store productivity. NCR DynaKey, designed with human factors principles, is just one example of how NCR makes customer transactions easier.

NCR DynaKey combines the latest PC technologies and an ATM-style interface with unmatched human factors expertise to make serving your customers simple and easy. With the help of NCR DynaKey, your point-of-sale is transformed into the point-of-service. The impact on your business can be significant.

For a quick return on investment (ROI) analysis or more information about NCR DynaKey and other NCR solutions for the retail industry, contact your local NCR representative or visit NCR on the Internet at www.ncr.com.

Features

- 12.1" (30.7 cm) Color LCD
 - Passive (DSTN) or
 - Active Matrix (TFT)
- SVGA resolution (800x600)
- Eight dynamic keys
- Numeric keypad
- Programmable function keys
- Up/down scrolling keys
- Keylock security
- Audio speaker
- LED indicator
- Wedge interface
- PS/2 keyboard port
- Scanner port
- Spill-resistant design

Options

- Magnetic stripe reader (3-track)
- Resistive touchscreen
- Tabletop mount
- Checkstand mount (fixed)
- Checkstand mount with base

Get NCR DynaKey and get the customer service advantage

You are challenged to implement technology that reduces your costs and encourages consumers to keep coming back to your store. NCR is the retail industry leader in applying expertise in human factors engineering to solve store operational challenges and



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www.ncr.com

NCR continually improves products as new technologies and components become available. NCR, therefore, reserves the right to change specifications without prior notice.

All features, functions, and operations described herein may not be marketed by NCR in all parts of the world. Consult your NCR representative or NCR office for the latest information.

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