

# Portable Store Assistant

## Mobile Solutions for Retail

### Portable Store Assistant

- Compact and powerful platform for personal shopping and in-store applications
- Open hardware and software architecture offers great flexibility and investment protection
- Direct access to information anytime, anywhere thanks to wireless LAN

### Personal shopping application

- Small, compact housing and low weight
- ½ VGA color display
- High user acceptance thanks to ease of operation

### In-store management application

- Enables high employee efficiency in mobile processes
- Seamless flow of information and workflow thanks to wireless connection



**The availability** of commercial information at the right time and the right place is increasingly becoming a crucial success factor in retailing. Mobile devices are excellently qualified for integrating local service processes in a retail company's process chain.

This is true of customer services (e.g. personal shopping, mobile sales assistant, queue busting), as well as store

management (e.g. picking/packing, inventory management) where staff use mobile devices. With the Portable Store Assistant, Wincor Nixdorf offers retailers an innovative solution concept for both application areas.

**The design** and equipment of the Portable Store Assistant relied on experiences acquired in the Extra Future Store and other innovative projects.

# Portable Store Assistant

With its ½ VGA touch display, integrated wireless LAN card, an integrated scanner with a proximity sensor and MS Windows CE 5.0, the PSA boasts all the qualities of a state-of-the-art mobile solution platform. Due to its small, lightweight and compact design, the device is very user-friendly. Customers receive purchasing information from a shopping or location guide in a personal shopping application.

The customer's attention can be attracted to specific products by means of commercial cut-ins. Customers can self-scan their purchases with the help of the automatically activated scanner integrated in the PSA. Personal shopping saves customers time at the point of sale, since the goods no longer have to be removed from the shopping cart and placed on the conveyor belt. As an "in-store terminal", the PSA opens up application areas that support staff in in-store management and in activities such as picking/packing in the store/goods warehouse or as a mobile sales assistant (sales support/customer information). In addition, the PSA is excellently suited for queue busting solutions and rack jobbing in the merchandising arena.

## Personal Shopping Assistant

- More sales thanks to personalized addressing of customers and cross-selling opportunities
- Better customer service as a result of shopping lists and self-scanning functions
- Increases customer satisfaction and thus customer loyalty



## Store management

- Increase in workforce productivity
- WLAN creates a seamless flow of information and workflow



## Mobile sales assistant

- Online product and price information
- Extensive consulting and customer service from staff



## Wincor Nixdorf solution offering

- Consulting (process consulting/technical consulting)
- Applications for personal shopping and in-store management
- Integration in store systems / merchandise management systems
- Mobile hardware platform Portable Store Assistant / wireless LAN infrastructure

## TECHNICAL DATA FOR THE PORTABLE STORE ASSISTANT

- Display & touch screen: ½ VGA, 640 x 240 pixel (153 x 58 mm), 6.3"; color STN, integrated touchscreen
- Integrated 1D Laser scanner with automatic activation (proximity sensor)
- CPU: PXA270, 520MHz, 128 MB RAM, 192 MB SDRAM
- Operating system: Windows CE 5.0
- WLAN 802.11b
- Protection class IP54 (protected against dust/splash water), drop resistant up to 1.2 m
- Dimensions: 230 x 94 x 34 mm

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