PYRAMID
COMPUTER GmbH

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RETAIL AND THE DIGITAL TRANSFORMATION

Self-Service Technology for Retailers

Our brands AKHET®, faytech® and POLYTOUCH® provide retailers with solutions for their entire digitalization journey. They make ordering, payment and operating processes more efficient and redefine the customer service experience at all touchpoints. When you choose Pyramid, you are choosing state-of-the-art technologies and comprehensive services from a single source.

POLYTOUCH® is a pioneer in the field of digital self-service: Over 60,000 POLYTOUCH® terminals are in use at POIs and POS worldwide.

faytech® specializes in touchscreen and touch computer solutions. Approximately 30,000 full-HD touchscreens are currently in use in the self-ordering terminals of a large North American fast food chain.

Well-known international companies rely on industrial computers and industrial servers from AKHET®. We have delivered more than 1,000,000 servers to date, including to large retailers in Germany.

We provide our brand solutions in basic configurations that cover numerous applications off the shelf. Additional purchases of components or peripheral modules are generally not necessary.

For special use cases, the platform principle of our technologies enables both the cost-efficient implementation of your special requirements and a fast time-to-market. We can implement almost all your requirements regarding accessories, peripheral systems and mounting or fastening options in the shortest possible time.

This makes Pyramid your first choice for setting up a new or modernizing an existing digital infrastructure in your retail business, regardless of whether you opt for a basic configuration or a customized solution.

The allocation of models to a specific segment is based on our experience and our knowledge of the market. Would you like to use a different kiosk or menu board in one of your segments?

No problem! One of our principles is: „Anything is possible!" You decide which technology you want to use, and our experts will bring it to your space!

This also applies to our PLS paging and localization solution. With the PAGING and LOCALIZATION packages, we have created a holistic concept for gastronomy businesses that combines reliable performance, high user-friendliness and great flexibility for integration into existing self-service infrastructures.

Also important to know: We will provide you with a dedicated contact person for your digitalization project. He or she will be an expert in your industry and will support you from kick-off to roll-out and beyond. A service line is also available to answer any questions. It addresses every ticket within two hours of receipt.

As you can see: With innovative technologies, designs and services, we will accompany you as competent partners along your entire digitalization journey.

We are Pyramid: Agile. Creative. Reliable.

ABOUT THE AUTHOR

Dr. Christian Hartmeier

Dr. Christian Hartmeier is content creator for the Pyramid brands AKHET® (industrial PCs and servers), faytech® (touch screen PCs and touch screen monitors) and POLYTOUCH® (self-service terminals and paging and locating systems).

With an annual sales volume of over 600 billion Euro, the retail sector is one of the most important economic drivers in Germany.

Digitalization is gaining in importance in almost all segments of the retail industry. Consumers are much more open to self-service technologies than they were a few years ago. Acceptance of terminals is here, and with it the realization that digital solutions help to make shopping faster, more exciting, more informative, more convenient and – by reducing social contact – safer.

More and more retailers are turning to self-service technologies to maximize sales and minimize costs. Kiosk terminals help to optimize processes and free up staff. Precious staff resources can be deployed elsewhere to add more value: for shelf maintenance, decorating, or advising customers.

The EHI study "Technology Trends in Retail" showed that many retailers have recognized the advantages of self-service technologies: 30% of respondents cited the digitalization of the point of sale, the last point of contact customers have with the brand before leaving the store, as one of the most important developments in the next three years.

Digitalization creates a win-win situation for customers and retailers that is not limited to the point of sale.

Self-service technologies are also available for upstream touchpoints, benefiting consumers and retailers alike: virtual shelves, magic mirrors, digital product consultants, wayfinding systems.

For customers, these point-of-interest technologies are a service that enhances their shopping experience; for retailers, they are an opportunity to increase sales through cross-selling and upselling.

Retailers who are active in brick-and-mortar and online stores, and who have linked both sales channels seamlessly using unified commerce, can use the tracking data generated by a customer's visit in the online store for individual advice and advertising at the in-store terminal. This allows them to display precisely tailored marketing messages on the kiosk where the customer is logged in.

On the next pages, we will take you on an exciting journey to some segments of the retail industry and the retail technologies that Pyramid provides for them. We will show you in detail which terminals are best suited to which use cases and where the advantages lie.

Read on! We hope you enjoy!

01. RETAIL AND THE DIGITAL TRANSFORMATION

Making waves at the POI and POS

02. FASHION

Irresistibly persuasive...

ENDLESS AISLE, PRODUCT CONSULTING,

WAYFINDING SYSTEM

POLYTOUCH® NEO 21.5

The POLYTOUCH® NEO gives visual content maximum exposure! On its large 21.5" full-HD touchscreen, it effectively shows off any digital content designed for display in landscape format. You provide videos and images, and the NEO displays them: sharp, and in brilliant colors – your product videos, your wayfinding system, your special promotions, your online shop. This is in-store e-commerce integration made easy!

Fashion retailers are rarely able to present their entire product line to their customers. Articles may be temporarily sold out or not on display due to lack of space. The NEO, as an endless aisle, is the ideal terminal for expanding your in-store offerings. With just a few moves, customers can explore what you have in store for them online or in other stores.

And it gets even better! On the NEO, your customers are always just a touch away from additional information on any article, such as interactive multimedia slideshows or videos. In a fashion store, this could include tips on how to wear the clothes, how to care for them, or on complementary accessories.

In home improvement stores, the NEO can explain the use of tools and how to apply paints or varnishes correctly. In electronics stores, it can provide information about cell phones or tablets.

In short: the NEO will convince your customers with your own content.

Have we forgotten anything? Oh, yes! You want to show the customers in your stores where to go? Just use the NEO as a wayfinding system. In order to adapt easily to different use cases, the NEO comes with a patented quick-mounting system.

The peripheral modules are integrated in separate side consoles that can be changed during operation (hot-plug). This allows the NEO to be quickly configured for new applications.

A NEO is not merely functional! With its ultra-modern and ultra-slim display panel (4 mm or 0.15"), it looks great in any store concept. You prefer cool elegance? Get the aluminum panel profiles!

You want more warmth? We recommend solid wood profiles! No matter how you dress the NEO: it always invites customers to self-service.

ENDLESS AISLE, PRODUCT CONSULTING

POLYTOUCH® MIRROR 32

Mirror, mirror on the wall...

The POLYTOUCH® MIRROR is an on-trend consulting and sales solution for fashion and sportswear stores. It makes the benefits of digital self-service accessible to both customers and retailers, in fitting rooms and on the sales floor: endless shelves, product presentations, product consultation, and self-checkout.

The MIRROR impresses with its slim profile (only 65 mm or 2.5") and elegant design. Using RFID recognition, it identifies the items that customers take with them to the fitting room. It will then suggest accessories that match the selection or inform about the availability of alternative sizes, cuts and colors.

Beneath the semi-transparent surface lies the heart of the MIRROR: its interactive 32" PCAP touchscreen. On the interactive display, your customers can browse through the mirror's recommendations. Just one touch is needed to notify staff which garment or accessory to bring into the fitting room. Staff receive a message on their mobile device and immediately know where assistance is needed. Of course, payment can be made directly on the mirror. For stores with a lot of international customers, the MIRROR user interface can be made available in multiple languages.

As you can see, the MIRROR is your ideal tool to improve the customer experience and increase sales through cross-selling and up-selling. As a virtual endless shelf, it also gives your customers access to the inventory in your online store and your other stores. This means that your e-commerce presence can help to increase the attractiveness of your brick-and-mortar store. Omnichannel marketing at its best!

Our MIRROR has a frameless design that integrates perfectly into any environment and emphasizes the modernity of your store concept effectively. The magic mirror is currently in use in global market leaders.

If you're ever in London, New York, Los Angeles or Portland, visit the flagship stores of the world's second largest sporting goods manufacturer and experience the MIRROR in action.

The MIRROR will inspire you!
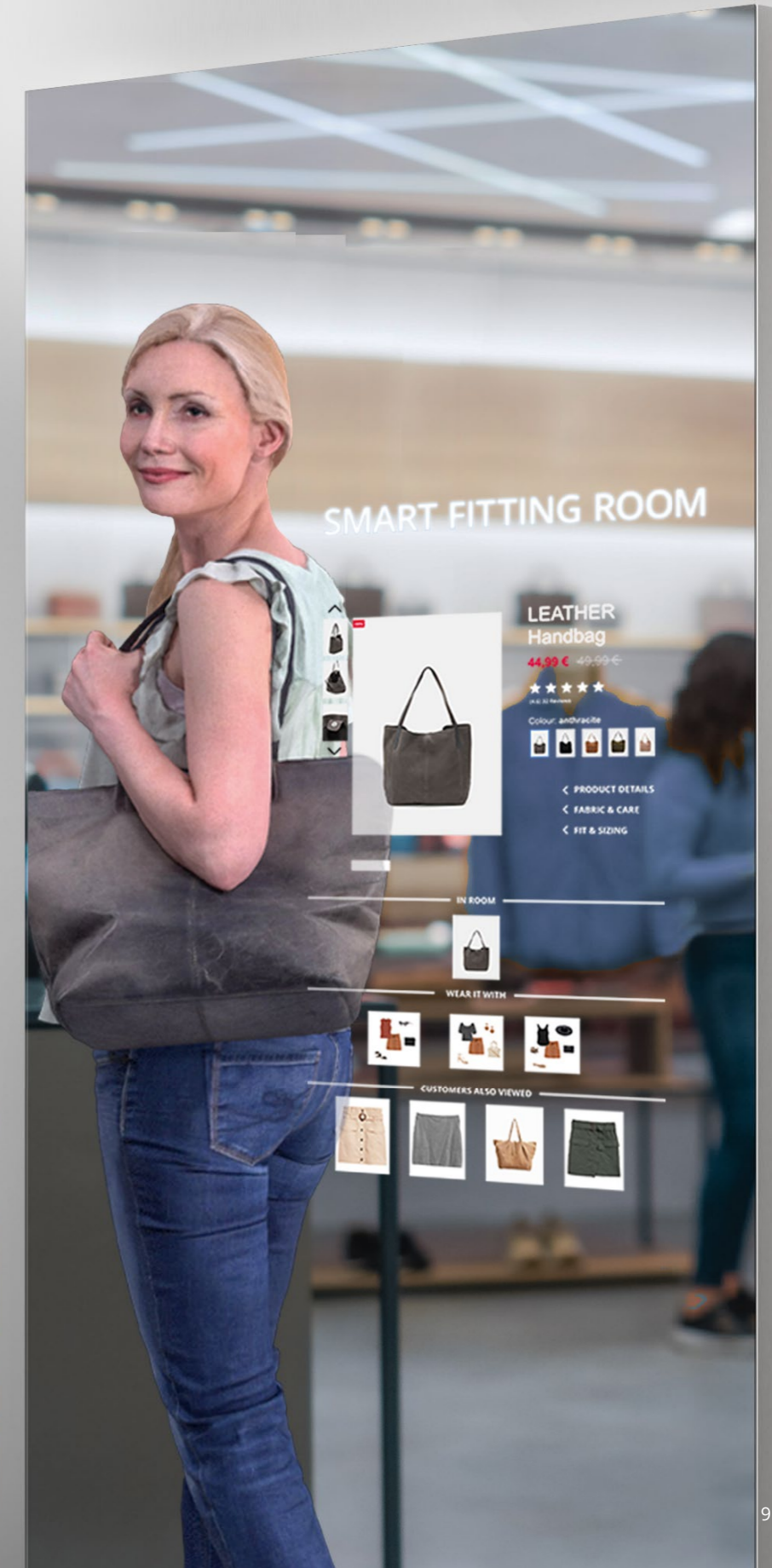
With Android & Windows

PYRAMID POS 400A - Android

• Rockchip RK3568 with Quadcore ARM Cortex-A55

• 15.6" Full HD touchpanel, 4 GB RAM, 32 GB SSD

• 10.1" Panel (non-touch) for custumers

• 80 mm highspeed printer

• Bluetooth 5.0

• 9 I/O Ports

Available as a 15.6" single-display version on request.

The POS 400A and POS 500 score with the proven Pyramid benefits that characterize our kiosk terminals, touch devices, industrial computers and industrial servers: high performance, high quality, compact design, low installation effort and so much more.

We know that retail is different. That's why our POS systems are highly configurable, so that they will fit your specific use case perfectly.

Whether you work with Android or Windows, whether you run a boutique, a supermarket or a home improvement store – our technology integrates seamlessly into your retail environment!

Of course, our hardware is accompanied by the services that our customers appreciate about Pyramid: a dedicated contact person, consignment warehouse, dropshipping, in-house customer service and a B2B portal through which our customers can place and manage their orders.

Take control of the future of your retail business with innovative and efficient POS systems from Pyramid!

We will drive your business forward!

03. RETAIL

PYRAMID POS 400A & POS 500

With the introduction of its POS series, Pyramid Computer GmbH is expanding its portfolio for retailers. Now we have EVERYTHING retailers need.

Our brands form an ecosystem of technology solutions from a single source for the complete digitalization of your business: from POS systems to servers, from self-service terminals to digital signage.

PYRAMID POS 500

• Intel® Celeron™ J6412, 8 GB RAM, M.2 128 GB

• Ultra-thin 15.6" Full HD touchpanel

• Coverglas with hardness 7

• Brightness: 300 cd/m²

• 10 I/O Ports (expandable via external hub)

• 10.1" Panel (non-touch) for customers optional

PYRAMID DS 55

You keep hearing: „Selling is difficult!" We'll prove you wrong: the SIGNAGESCREEN from Pyramid carries your marketing message to where it reaches customers the quickest: your store floor.!

The screen diagonal of the SIGNAGESCREEN is a full 140 centimeters (55"). Nobody can get past this much digital advertising space. With videos and images, this display will present your products, campaigns, services and information in the best light.

Use dynamic content in portrait and landscape format to show what's interesting in your store and give passers-by the all-important impulse to enter!

The SIGNAGESCREEN brings your product videos, photos and special promotions to the people with a resolution of 4K (UHD, 3840 x 2160 pixels), a brightness of 700 cd/m² and a contrast ratio of 1200:1. These technical features ensure that absolute sharpness of detail as well as bright and rich colors make your visual content look particularly good.

This can also include avatars that interact with your customers or virtual walks behind the scenes of your store. Of course, you can also simply run popular videos on the SIGNAGESCREEN. With such content, you increase loyalty to your brand and thus your customers' loyalty to your store!

The LED backlight has a service life of 50,000 hours. This corresponds to a durability of fully 6 years – in 24/7 continuous operation! This means you can be sure that the display will reward its purchase with a long return on investment.

Industrial quality and design are not a contradiction in terms! As with every Pyramid product, we have also given the SIGNAGESCREEN an attractive and modern appearance. The narrow aluminum frame, only 6mm or 0.25", contributes significantly to its sleek look.

THE IMPULSE TO BUY!

More spectacular content is not possible...

Wait Management with

Pyramid PLS + POLYTOUCH® PASSPORT 32

Waiting can't always be avoided, but queuing can! With Pyramid's Paging & Location System (PLS), you can automate the processes in your furniture store or home improvement center with paging and real-time localization, providing your customers with a modern and convenient service experience.

Waiting can't always be avoided, but queuing can! With Pyramid's Paging & Location System (PLS), you can automate the processes in your furniture store or home improvement center with paging and real-time localization, providing your customers with a modern and convenient service experience.

The PLS gives your customers the opportunity to spend their waiting time as they see fit, without the hassle of standing in line: getting coffee, exploring the store, or taking a break in the rest area until an order is ready or a member of the staff can help them. Pagers with Bluetooth technology handed out to your customers by staff or from the dispenser of a kiosk terminal make it possible!

How exactly does paging work? Let's say a customer wants to purchase curtains in a home furnishings store, and also wants to have them shortened to the right length. The employee gives the customer a pager after taking the order. The customer can spend their waiting time, for example, by inspecting the new sofas on display. When the new curtains are ready to be picked up, the customer receives an acoustic or visual signal from the pager. This is modern wait management with PLS PAGING! So what is real-time localization? Imagine a customer in your hardware store doesn't know which outdoor paint

is best for wood. She can book a consultation request on the POLYTOUCH® PASSPORT 32 terminal in the store, which dispenses a pager.

With the pager in her handbag, she takes a breather in the cafeteria. The PLS uses the pager to track the customer's position, which can be located by the next available consultant on their tablet. That's PLS LOCALIZATION!

Enter the world of greeting and waiting management with PAGING! As your business evolves or you expand your services, simply add LOCALIZATION to your system. PLS openness and flexibility make it possible. Start with paging and go to tracking if required.

Of course, it is also possible to start right away with LOCALIZATION! Please contact us. We will be happy to advise you.

Would you like to use the POLYTOUCH® FLEX21.5 or one of our other kiosk systems for PLS? The external puck dispenser makes it possible! It can be controlled by the POLYTOUCH® kiosk of your choice via the PLS infrastructure.

Scan QR code and watch the video
WATCH NOW
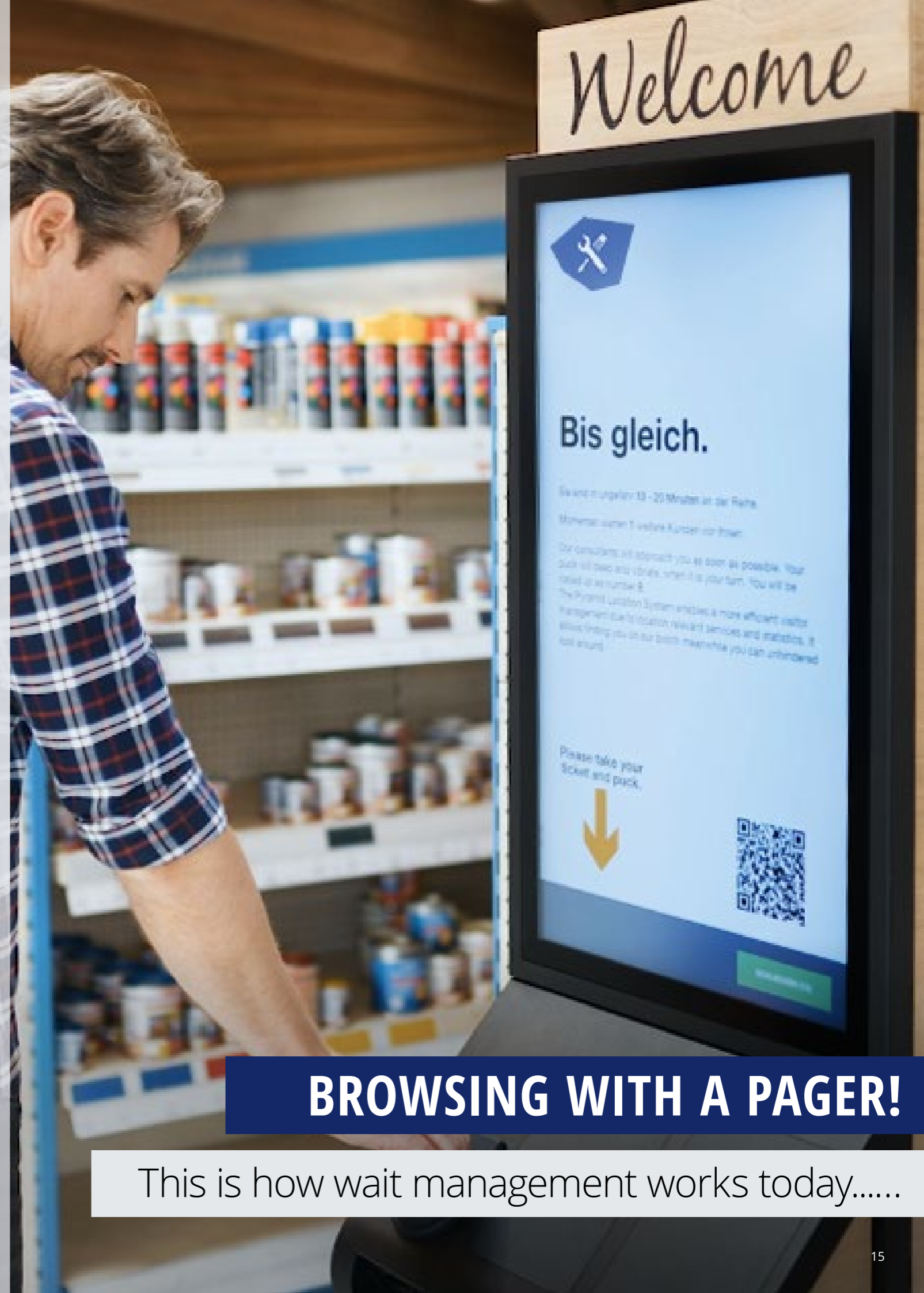
BROWSING WITH A PAGER!

This is how wait management works today......

Self-Checkout

POLYTOUCH® FLEX21.5 + FLEX21.5 lite

The POLYTOUCH® FLEX is Pyramid's tailor-made solution for any store where the efficient use of space becomes a challenge because every square inch counts.

Due to its compact design, the FLEX fits in anywhere: in the tea or candy store, the fashion boutique, or in stationery stores. The small FLEX will make self-checkout a big hit with your customers.

The almost frameless and super-slim touch display in portrait format gives the FLEX the look and feel of a tablet. This creates a familiar usability for customers, making self-checkout inviting. Incidentally, the FLEX received the prestigious European Product Design Award in 2020 for its pioneering design.

Despite its compact dimensions, the FLEX is a full-fledged kiosk. Its stainless steel chassis makes the FLEX so robust that it can easily cope with brash customers. In the countertop version, the FLEX can be placed on the sales counter. Stand and wall mounting are also possible, of course.

The standard version of the Flex includes a module for cashless payment. If desired, this can be supplemented with a component for accepting and returning banknotes and coins. This accommodates customers who still like to pay for small purchases with cash. Other peripheral modules can be added and upgraded flexibly. The FLEX name says it all!

The FLEX lite is specifically designed for retailers who, due to very limited space, need a kiosk with minimal space requirements. The FLEX lite is the FLEX's little brother: a kiosk slimmed down to the absolute minimum. It is designed for no-frills self-checkout and includes everything you need: touch display, payment module and barcode scanner.

And what about a printer? Doesn't the FLEX lite print out a receipt? Yes it does: on the screen as a QR code! Customers can scan it with their cell phone – and that's their receipt in electronic form.

That much Flex lite technology may not fit in a vest pocket, but it does fit in the smallest salesroom.

FLEX and FLEX lite are kiosk systems for the smart retailer, because their top-quality technical and visual design really provide competitive advantages and strengthen your brand.

TeeGschwendner... The FLEX in the tea store.

BE FLEXIBLE!

With great technology for small spaces...

2020 WINNER
EUROPEAN PRODUCT DESIGN AWARD
www.productdesignaward.eu

Self-Checkout with

POLYTOUCH® pSyCO

The standard components included with the pSyCO are of the highest quality. The scanner, for example, is by Datalogic, for both the countertop and cash desk format, and impresses with excellent recognition rates, even with high throughput and short, damaged or badly printed barcodes.

Modularity is the POLYTOUCH® trump card, so the pSyCO has a VESA mount that accommodates almost any POS system with a screen diagonal from 15.6" to 23.8", as an alternative to the POS 500. You can also choose from several manufacturers for the scanner, printer and payment module systems. This clever technological concept guarantees the simple and therefore cost-efficient upgrading of peripheral modules, should the need arise. Do you need a fiscal printer instead of the standard printer? That's no problem.

The standalone version of pSyCO has the scanner integrated into the work surface. This allows customers to slip into the role of the cashier, whose actions they know from their own experience. Self-checkout can be that easy!

The following modules and accessories are available for the standalone version to optimally adapt to your use case: audio & navigation keypad for accessibility, coupon scanner and coupon box, cash management, bag holder, shelf systems, and much more. You also have a lot of choices when it comes to the checkout counter material: real wood or stainless steel, painted or natural.

pSyCO is a brilliant solution for every use case. However, it really comes into its own when facing large orders: even when items are scanned as quickly as possible, it won't break a sweat!

Drugstores are one-stop shops. Their product range is so broad that customer are rarely unable to find everything they need. They meet the requirements of families large and small: skin care and hygiene products, food, medicine, first-aid items, pet food... everything goes into the shopping cart. The number of items the self-checkout system has to process is correspondingly high.

The pSyCO is a classic countertop terminal, but since we place a high value on flexibility in our kiosk technology, the pSyCO can also be combined with a body of your choice to create a freestanding self-checkout station. You determine the use case, we provide you with the appropriate hardware combination!

Part of our quality strategy for POLYTOUCH® terminals is to rely on components from our own product portfolio. That's why we use the Intel®-based Pyramid POS 500 as our POS system, which gives Windows applications a real boost. In addition, it supplies the peripheral modules with power, so that no other power supplies are required, except for the payment module. Thanks to its large number of interfaces, the POS 500 provides comprehensive connectivity to the hardware of your retail environment.

COUNTERTOP OR CHECKOUT TABLE?

Both are possible! Your decision...

Information & Cross- and Upselling with

POLYTOUCH® CURVE 32

ONE FOR ALL!

Increase foot traffic in your store......

In drugstores, digitalization is not only taking place at the self-checkout at the point of sale. Self-service technologies are also becoming increasingly important at the point of interest.

As an information terminal, the POLYTOUCH® CURVE 32 attracts your customers' attention with interactive content on its large-format display. It notifies customers of special offers, indicates the availability of products and their location, and advises allergy sufferers on ingredients. Further information, e.g., as interactive slideshows or videos, is always just a touch away.

The advantages compared to analog advertising or informational media are obvious: the CURVE's digital messages can be updated in the blink of an eye, allowing you to react quickly to changing situations.

One use case is not enough for you? Then upgrade! There is plenty of space between the curved columns for peripherals that will turn the CURVE into a cross-seller and up-seller. As a virtual product shelf, the CURVE expands your core range of products with attractive articles and services. By retaining regular customers and attracting new target groups, the CURVE also increases in-store traffic in your drugstore.

With a SIM card dispensing module, the CURVE offers a fully autonomous onboarding process for anyone who wants to obtain a prepaid card or top up their prepaid credit. One of the CURVE's special innovations is instant biometric authentication when purchasing a SIM card. The new procedure eliminates the need to go to the post office or make a video call to a legitimization office. The combined authentication procedures between camera and scanner automate the entire process, making it much simpler.

If it has a printer module, the CURVE in your drugstore can even sell tickets for regional events, as well as personalized gift and voucher cards (apps, games, shopping, music) – all without standing in line.

Of course, this POLYTOUCH® kiosk is also an eye-catcher, like the others: the streamlined design of the CURVE is unique! The elegance of the design is enhanced by invisible wiring running through the right column.

Self-Checkout with

POLYTOUCH® PASSPORT 32

Did you know? Self-checkout is also for pharmacies! And not just since yesterday...

Every day, about 19,000 public pharmacies take care of 3.3 million patients in Germany. One of the main tasks of pharmacy staff is to inform patients about the effects of medications and medicinal products. Their core business also includes the preparation of custom prescriptions, dispensing health aids, and delivering prescriptions to customers who are homebound.

There is often little time for these important tasks, sometimes because staff is short-handed or because there are many patients waiting in line. As the line gets longer, patients become impatient ... the pressure on staff increases... But it doesn't have to be like this! Let your staff have more time for the essentials and decrease the waiting time for your patients. How?

Introduce a self-checkout for the non-prescription products on sale in pharmacies! This means that your customers can simply take whatever teas, first aid items, nutrition products and supplements, cosmetics and skin care products they want to purchase from the shelf or display and pay for them at the kiosk terminal. They'll be able to leave the pharmacy without interacting with pharmacy staff.

Since your staff will spend less time cashing out customers, they get more time to attend to the patients who need their expert help. And that means waiting times are significantly reduced for those who really need advice.

The solution for your pharmacies? The elegant POLYTOUCH® PASSPORT 32! Even in the standalone version, it is completely cable-free, as the stand contains a channel for the power and data supply cables. In the double display model, the PASSPORT takes care of two customers at the same time, thus reducing waiting times during busy periods. What's more, there's plenty of space on the large 32" full-HD display to recommend products that will complement your patients' purchases.

Expanding or upgrading the PASSPORT with peripheral modules is completely straightforward. There is plenty of space inside the console (belly) and in the frame. This means maximum flexibility and high cost efficiency when adapting to new challenges.

Scan QR code and watch the video

WATCH NOW

TIME FOR ESSENTIALS!

Concentrate on your core business...

08. REFERENCES

Sofology

From searching for the item you want to suggesting products based on previous purchases, the possibilities for interactive digital displays are virtually endless.

We created an all-in-one interactive multi-touch kiosk system, the Polytouch® 32" CLASSIC, for the UK's leading retailer, which operates more than 700 stores in their home country and more than 350 in the rest of the world.

The POLYTOUCH® CLASSIC 32 enables customers to call up product information online in the store, and to browse the online store for items. This means that the entire M&S product portfolio is brought into the store. Customers can also pay at the terminal and take their purchases with them, or they can have them delivered to their homes.

The successor to the CLASSIC is already in the starting blocks, its name is NEO.

Sofology Limited, the UK's largest sofa retailer with over 1,000 employees and 40 stores, is offering its customers intelligent self-service technology from Pyramid Computer. Every Sofology product is available in numerous color and model variations. Some items are available in 30 versions, which means Sofology cannot stock them all in-store.

In order to make the depth of their product range tangible in their retail stores, Sofology opted for a kiosk solution from Pyramid: the POLYTOUCH® WAVE was selected. Functioning like an endless aisle, the WAVE virtually enlarges the stores by displaying Sofology's complete product range on its 32" screen.

In addition, Sofology's customers can obtain detailed information about the sofas on site at the terminal. They can conveniently call up the desired data on the display by touch. Its small space requirements almost always allow the terminal to be positioned in the immediate vicinity of a piece of furniture on display – exactly the solution Sofology was looking for.

"When I saw the WAVE, I immediately fell in love with the kiosk's futuristic design. In discussions with the POLYTOUCH® team, I quickly realized that this was exactly the kiosk I wanted for Sofology. The complete package of looks, technology and service is right here," said Jonathan Cleaver, CTO of Sofology Limited.

Marks & Spencer

AKHET®

YOUR TAILOR-MADE HARDWARE SOLUTION

High quality computer systems for Industrial Automation, Retail, Network & Security for medium businesses and large enterprises.

faytech

PROFESSIONAL TOUCH AND EMBEDDED SOLUTIONS

43"

Specialized in design, development, manufacturing and marketing of Touch Screen Monitors and Touch Screen PCs.

POLYTOUCH®

ULTIMATE TOUCHSCREEN SOLUTIONS FOR TODAY AND TOMORROW

Interactive self-service kiosks, info terminals, paging and real-time locating systems.

WE ARE PYRAMID

AKHET® | FAYTECH® | POLYTOUCH®

PYRAMID
COMPUTER GmbH