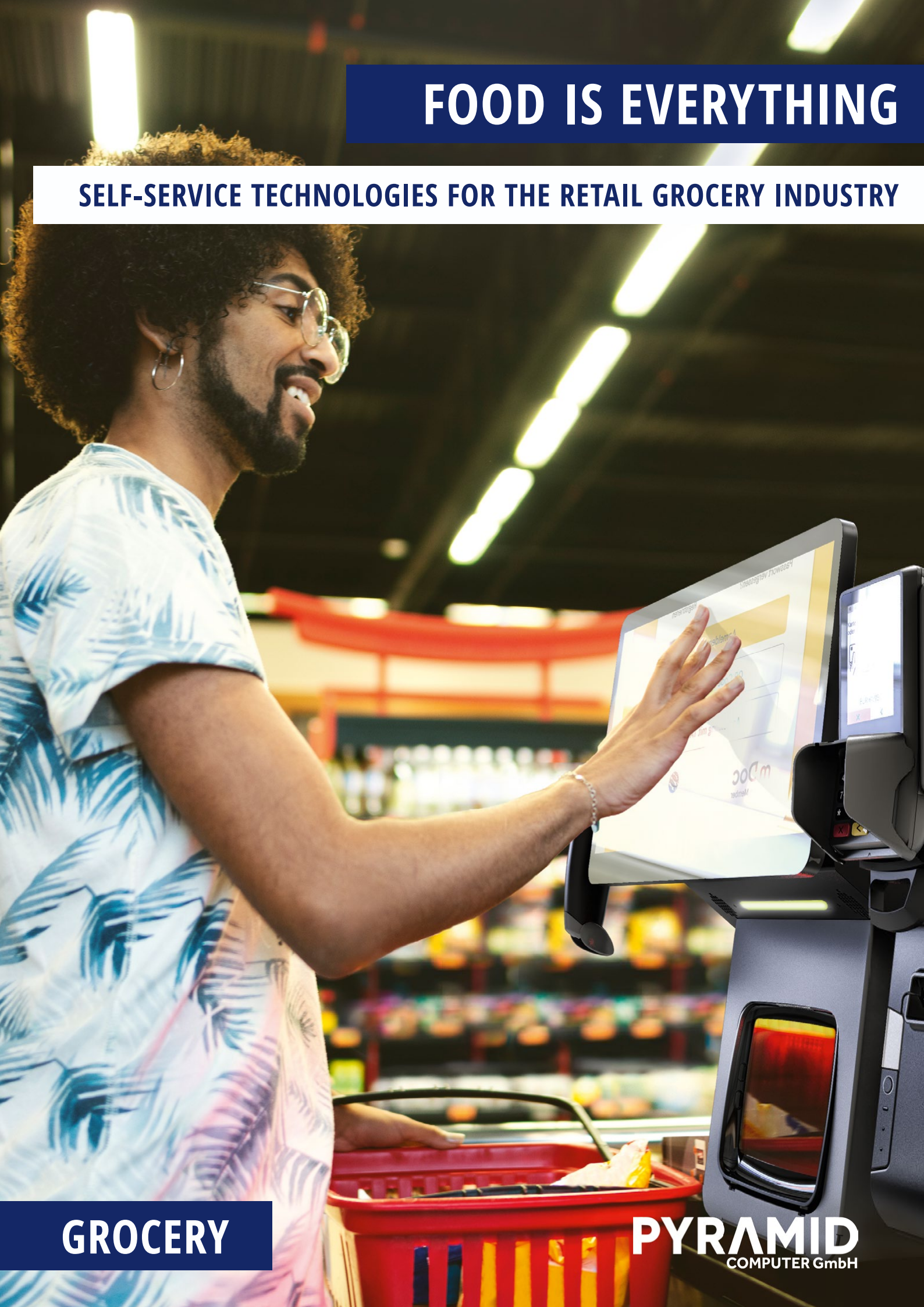


# FOOD IS EVERYTHING

SELF-SERVICE TECHNOLOGIES FOR THE RETAIL GROCERY INDUSTRY



GROCERY

**PYRAMID**  
COMPUTER GmbH

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When it comes to digitalizing self-service in grocery retailing, hardware by POLYTOUCH® and faytech® is in the premier league. They make information and sales processes more efficient and redefine the customer shopping experience at all touchpoints.

Polytouch® is a pioneer in the field of digital self-service: the industry giant EDEKA relies on an SCO kiosk terminal that we created exclusively for its product range and store concept in just 6 weeks.

faytech®, the specialist for touchscreen and touch PC solutions, has already delivered 7,300 of the world's most modern shopping trolleys to a major food retailer in Germany, generating a great deal of media attention (see pages 10-11).

A selection of our references in the retail sector can be found at the end of this brochure.

We offer our hardware in basic configurations that satisfy many industry- and application-specific use cases off the shelf. Add-on components (e.g., touch display) or peripheral modules (e.g., printer) at an additional cost are therefore generally not needed.

This makes POLYTOUCH® and faytech® your first choice for setting up a new or modernizing an existing self-service infrastructure. For special use cases, the platform prin-

ciple enables both the cost-efficient implementation of your special requirements and a fast time-to-market. We can realize almost all your requirements for accessories, peripheral systems and mounting and fastening variants in the shortest possible time.

In this brochure we present products suitable for various sales channels in the retail grocery industry. The assignment of certain models to sales channels is based on our experience in kiosk construction and our knowledge of the markets. You would like to use a different kiosk for your sales channel? Gladly! One of our principles is „Anything is possible!“ You decide which technology you want to use, and our experts will bring it into your space!

Our passion for digitalization has made us your gamechanger for the challenges of today and tomorrow. With innovative technologies, designs and services, we can ensure your success. We will accompany you as competent partners!

**We are Pyramid: Agile. Creative. Reliable.**



## ABOUT THE AUTHOR

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*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).*





# FOOD IS EVERYTHING

## Digital Moments of Happiness at POI and POS

With an annual sales volume of more than € 200 billion, grocery retailing is one of the most important types of consumer goods suppliers in Germany.

Since 1991, spending on food by private households in Germany has almost doubled, and trends indicate it will continue to increase in the next few years, as well. On average, 40 million customers buy food every day: in supermarkets, discounters and full-range stores, convenience stores and automated convenience stores.

When it comes to maximizing sales and minimizing costs, digitalization is gaining in importance in all grocery retail sales channels. Consumers in Germany are much more open to self-service technologies than they were a few years ago. Acceptance of terminals at POI and POS is growing, and with it the realization that digital solutions help to make shopping faster, more convenient, and safer – by reducing social contacts.

At the same time, more and more grocery retailers understand that smart digitalization strategies do more than increase customer satisfaction. Kiosk terminals help to optimize processes and offer new, promising sales channels. In addition, the terminals relieve pressure on 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-checkout: 30% of respondents cited the digitalization of the point of sale 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, i.e., the last contact the customer has with the brand before leaving the store. Self-service technologies are also available for upstream touchpoints, benefiting consumers and retailers alike.

On the next pages, we will take you on an exciting journey to retail grocery sales channels and the self-service technologies that POLYTOUCH® provides for them. We will show you in detail which terminals are best suited to which use cases and where the advantages lie.

*Want to know more? Read on!  
We hope you enjoy!*

THE FUTURE IS HERE

It's compact! And how..

## 02. CONVENIENCE STORES

Self-Checkout with

POLYTOUCH® FLEX21.5 and FLEX lite

The FLEX is Pyramid's tailor-made solution for convenience stores. Where the efficient use of space becomes a challenge because every square inch counts, the FLEX comes into play.

Due to its compact design, the FLEX fits in anywhere: from a convenience store at an inner-city high-traffic location to a rural suburb. A quick grab on-the-go or the daily grocery shopping trip: the FLEX makes self-checkout a breeze.

The almost frameless and super-flat touch display in portrait format gives the FLEX the look and feel of a tablet.

This creates a familiar usability for customers, inviting them to the convenience of self-checkout.

Incidentally, the FLEX received the prestigious European Product Design Award in 2020 for its pioneering design.

Despite its compact dimensions, the FLEX is a fully-fledged kiosk. Its stainless steel chassis makes the FLEX so robust that it can easily cope with tough operating conditions. 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 payments. 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 designed for retailers who, due to very limited space, need a kiosk with minimal space requirements.

The FLEX lite is like the FLEX's little brother: a kiosk slimmed down to the absolute minimum. It is designed for no-frills self-checkout and contains everything needed: touch display, payment module and scanner.

And what about the printer? Doesn't the FLEX lite print out a receipt? Yes it does: on the screen as a QR code! The customer can scan it with the cell phone and immediately has the receipt in electronic form.

That much FLEX lite technology may not fit in a vest pocket, but it does fit in the smallest grocery store.

# 03. AUTOMATED CONVENIENCE STORES

Self-Checkout with

POLYTOUCH® PASSPORT 32

Automated convenience stores are one of the most important future trends in grocery retailing. They can be found in high-traffic metropolitan areas, in economically weak regions, in hospitals, canteens... Whether a trendy party runs out of drinks in the wee hours, someone out in the countryside needs cooking ingredients, you're in the hospital and need to replace a USB cable you forgot at home, or a cafeteria needs to make up packed lunches for the late shift...

Automated convenience stores are saying goodbye to closing time, both for consumers and retailers, everywhere. Shopping around the clock is the order of the day – without any need for staff.

In Europe, both big players and start-ups have recognized this new sales channel's enormous growth potential: 25 different concepts are currently vying for customers under the names Micro Markets, Smart Stores, 24/7 Stores or Tiny Stores.

Kiosk terminals are the key technology for consumer acceptance of this business model. In the absence of staff to assist customers with self-checkout or take over in the event of a self-service infrastructure failure, highly reliable terminals that are intuitive to use are essential to persuading shoppers of the practicality of this concept.

For the operators of these stores with reduced footprints, the dimensions of the terminals are also a decisive factor in addition to usability: the more space-saving the terminals, the easier it is to integrate them into the store concept.

What's the solution for your automated convenience store? The slim POLYTOUCH® PASSPORT! The large 32" full-HD display showcases your articles as lifelike as on the shelf, making your customers want more. In the double-display version, the PASSPORT serves several customers at the same time, reducing lines during busy periods.

The PASSPORT's elegant design is in part due to its cable-free appearance. In the standalone version, the cables that supply the kiosk with power and data are routed invisibly through the stand.

Expanding or upgrading the kiosk with peripheral modules is completely straightforward. There is plenty of space inside the console (belly) and in the frame.

This means maximum flexibility of use and high cost efficiency when adapting to new challenges.

See a POLYTOUCH® PASSPORT 32 in action in the Edeka 24/7 store in Renningen train station:

Scan QR code and watch video



SHOPPING ALL THE TIME AND EVERYWHERE

Store closing time is so yesterday...

## 04. FULL-RANGE RETAILERS

Self-Checkout with

faytech EASY Shopper

From shelf to cart, from cart to conveyor belt, from conveyor belt into the bag? No! The EASY Shopper puts an end to repacking groceries. Almost 7300 EASY Shoppers are delighting customers and employees of a Germany's largest full-range retailer every day.

Customers can already go on tour with the EASY Shopper in 190 stores. The smart shopping cart saves long waiting times at the tills and the repeated loading and unloading of goods.

The EASY Shopper is equipped with an 11.6" full-HD touch display and a scanner. Your customers simply use it to scan the barcodes, confirm the result on the screen, and place the items directly into their bags or baskets in the shopping cart.

Checkout is possible with cash or by card at an EASY Shopper checkout or – even more conveniently – with the EASY Shopper app for smartphones. A green light on the shopping cart signals successful payment, and the customer can leave the store without assistance from any employees. That's it! No more placing purchases on the checkout belt, no more scanning by employees, no more repacking for the trip home.

With EASY Shopper, your customers save time – an average of about 30 minutes per purchase – and you save employee resources.

But the EASY Shopper can do much more.

With the smartphone app, shopping lists can be created at home, which then appear on the cart display. Once a product on the list has been scanned, it automatically disappears from the list. After each scan, the EASY Shopper calculates the subtotal and shows it on the display. This means that your customers can always keep an eye on the value of the shopping cart.

Another advantage of intelligent shopping carts is especially appreciated by customers who do not run their errands regularly or who go to different stores: if there is a shopping list, the cart can guide them to the items they are looking for. And those who have returned empties for redemption can scan the receipt on the shopper, which automatically deducts the amount from their total. Wow!

If you think you know the most important facts about the EASY Shopper – no way! The world's most advanced shopping cart is also a rolling digital signage board that continuously accompanies your customers on their shopping tour – pointing out special offers or suggesting items that match their shopping list.

Would you like more information about the EASY Shopper? You can take a look at the test report by GALILEO on PRO7.

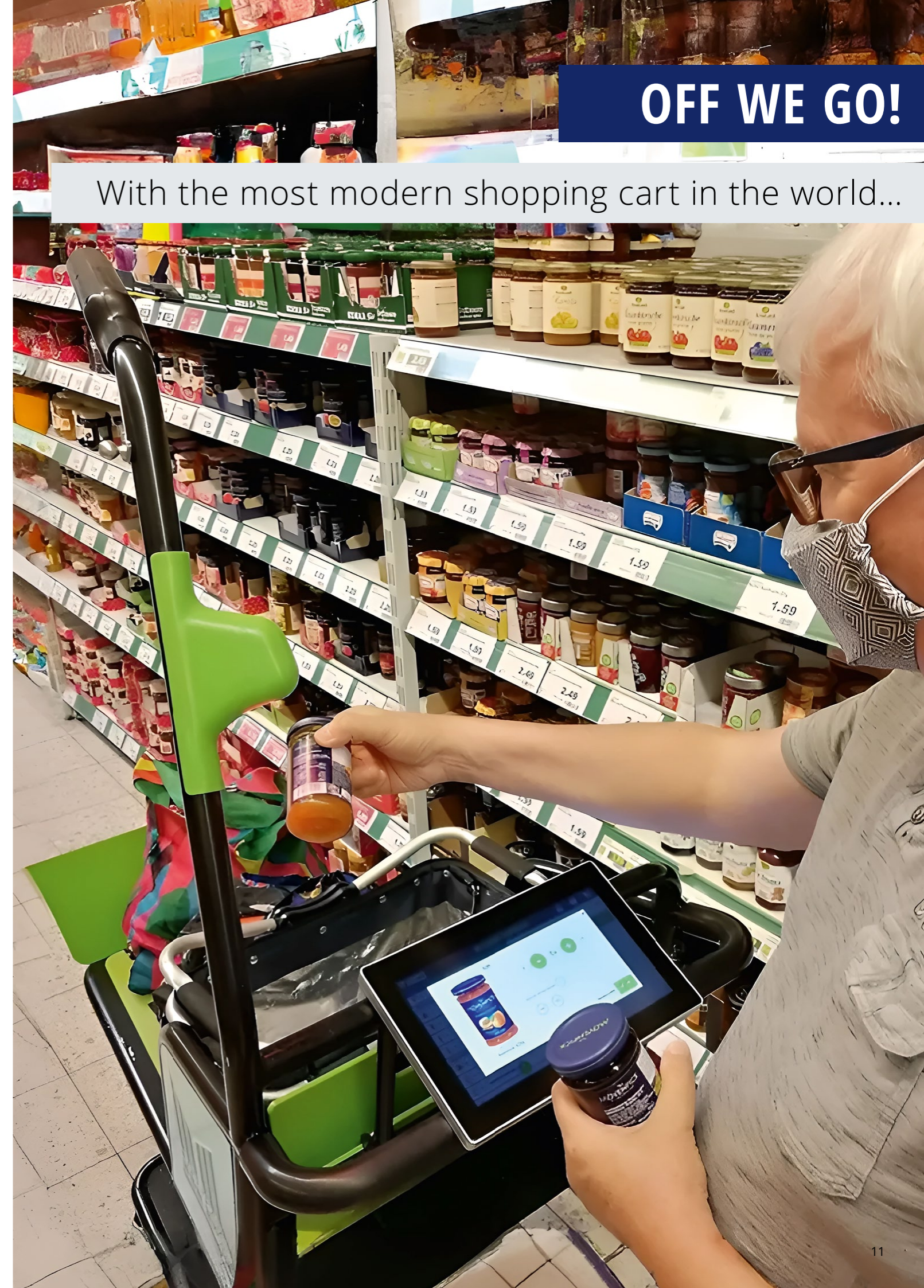


Scan QR code and watch video



# OFF WE GO!

With the most modern shopping cart in the world...



## 05. DISCOUNTERS & SUPERMARKETS

Self-Checkout with  
POLYTOUCH® pSyCO



We are always looking for optimum flexibility in our kiosk technology, and therefore the POLYTOUCH® pSyCO consists of a head and a body! You can use the head without the body. Think that's creepy? It's not!

The head is a self-checkout terminal in countertop format. Before we started developing it, we asked major retailers about their wishes and requirements for the ideal terminal for self-service checkout. We combined the results with our experience from more than 10 years of kiosk construction, and the result is the pSyCO: compact, multimodular self-checkout technology for all retailers and virtually every use case. It is part of our quality strategy to use components from our own product portfolio for POLYTOUCH® terminals. That's why we use the Intel®-based Pyramid POS 500 as pSyCO's POS system, which gives Windows applications a real boost. It also supplies the peripheral modules with power, so that no other power supply units are required, apart from the payment module. Thanks to its large number of interfaces, the POS 500 provides comprehensive connectivity to the hardware in your retail environment.

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

Modularity is the POLYTOUCH® trump card: 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. With the pSyCO, you also have a choice of scanner, printer and payment module models by several manufacturers. This clever technological concept guarantees the simple and therefore cost-efficient conversion and upgrading of peripheral modules, should the need arise. Do you need a wide-angle scanner or a fiscal printer instead of the standard components? That's no problem.

And with an additional hand scanner, checking out large or heavy items that are difficult to lift out of the cart is child's play. After self-checkout with the pSyCO, your customers will say: Scan! Pay! Be happy!

We've saved the best for last: The pSyCO is so flexible that you can use it with a body of your choice as a self-checkout system in the classic checkout station format. You determine the use case, we provide you with the appropriate hardware combination. Let's talk about it!

**TECHNOLOGY FOR TODAY AND TOMORROW**

Self-checkout reconsidered and multimodular...

# ONE FOR MANY

Adaptable like a chameleon...

The digitalization of grocery retailing is not only taking place during self-checkout at the point of sale. Self-service technologies at the point of interest are also of critical importance.

As an information terminal, the POLYTOUCH® CURVE attracts your customers' attention with interactive content on its large-format display. It notifies customers of special offers, provides recipe suggestions, indicates the availability of items and their location, and advises allergy sufferers on ingredients. Further information, e.g., as 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's 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 attracting new regular customers and reaching new target groups, the CURVE also increases in-store traffic.

With a SIM card dispensing module, the CURVE offers a fully automated 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 can even sell tickets for regional events, as well as personalized gift and voucher cards (apps, games, shopping, music) – all without standing in line. With its cross-selling and up-selling capabilities, the CURVE took 3rd place in the Retail Omnichannel category of Best Retail Cases in 2020.

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 cables running through the right column.

## 05. DISCOUNTERS & SUPERMARKETS

Information & Cross- and Upselling with

POLYTOUCH® CURVE



**Best Retail Cases**  
AWARDS



# 06. REFERENCES

## EDEKA



Since 2017, EDEKA Handelsgesellschaft and Pyramid Computer GmbH have enjoyed a successful partnership that has seen several hundred service terminals in use in EDEKA stores across regions.

EDEKA has once again chosen Pyramid for the modernization of its stores in northern Bavaria-Saxony-Thuringia.

Thanks to our many years of experience in the development of flexible kiosk solutions, we were able to implement a space-saving, service-friendly product with a unique design exclusively for EDEKA within a very short time.

Depending on the regional company, different payment modules and cash registers can be used for the terminals. Optionally, scales or hand scanners can be added..

*"We wanted to work with a company that is a true partner in project implementation and responds to our individual needs. Once again, Pyramid has proven to be a good, reliable partner,"* said Pierre Vieweg, Global Head of IT-Technology at EDEKA Handelsgesellschaft Nordbayern-Sachsen-Thüringen mbH.

Scan QR code and watch the video



The German market leader in tea retailing relies on Pyramid's POLYTOUCH® FLEX21.5 for self-checkout.

The assortment in TeeGschwendner's 125 specialty stores and the online store includes more than 300 varieties. One of the key strengths of the family-owned company is its advisory service.

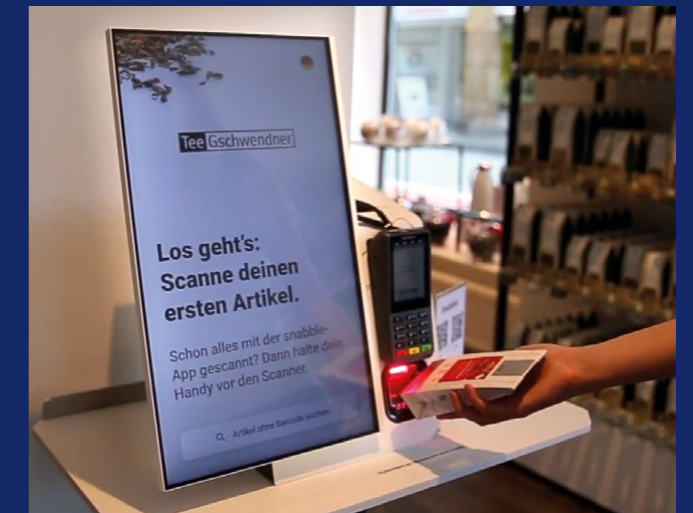
Self-checkout was introduced to create capacity for this important service. Customers who know which varieties they prefer take the packages from the shelves, scan the barcodes at the terminal, and pay cashlessly on their own.

This gives staff more leeway to take care of the customers who need their expert help the most. This means that waiting times are significantly reduced for those who really need advice.

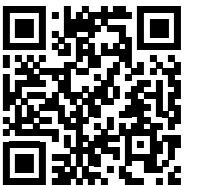
As a company with more than 45 years of retail experience, TeeGschwendner knows that technical innovations make a decisive contribution to customer satisfaction and thus to business success.

The technical design of the POLYTOUCH® FLEX21.5 impresses tea lovers with a familiar tablet look and feel with high usability. The short interaction paths between the modules also contribute to this. The discreet design language

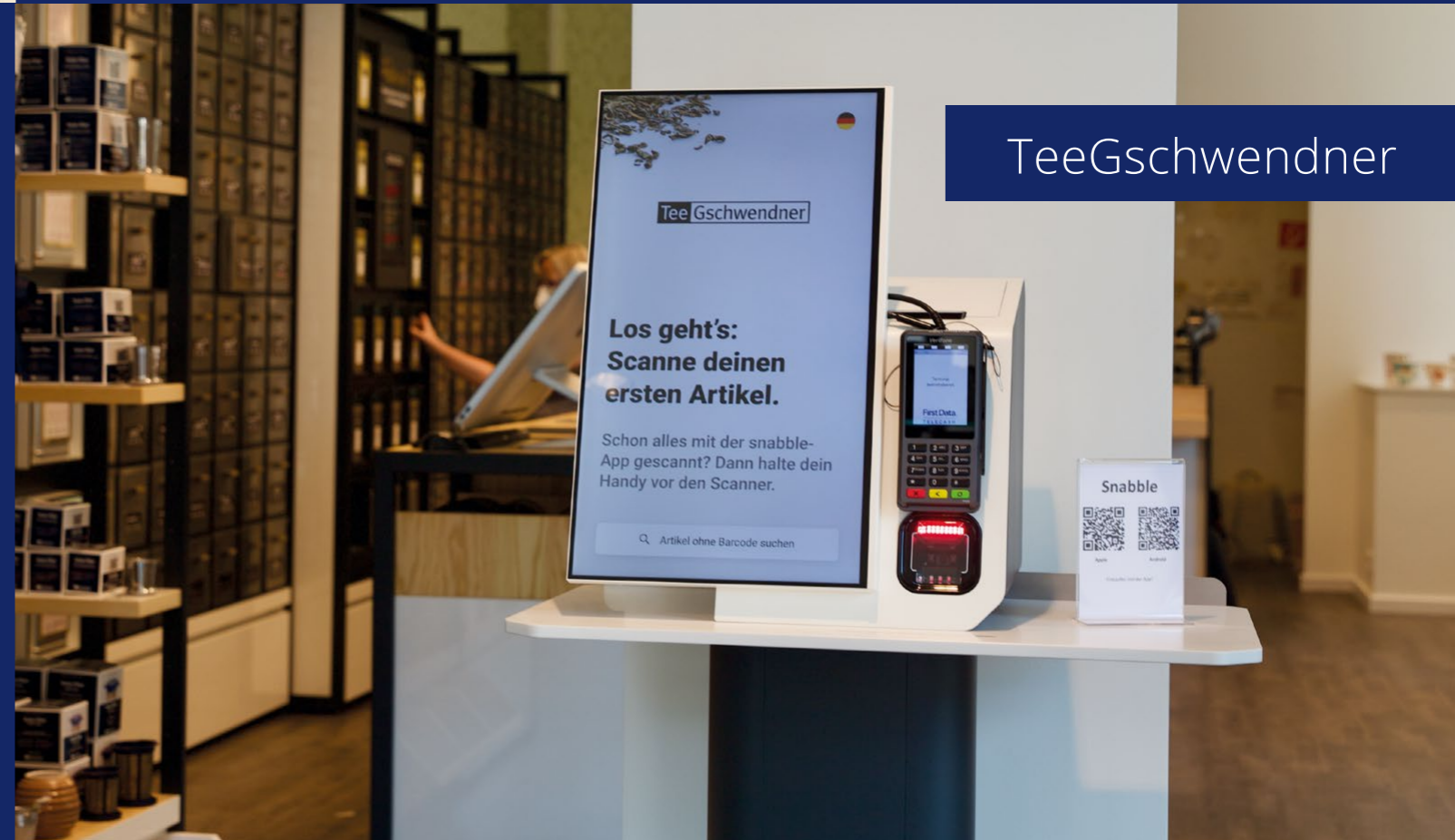
and the compact design of the FLEX21.5 predestine it for the store concept of TeeGschwendner.



Scan QR code and watch the video



## TeeGschwendner



# 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

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