



Revamping the Future of Shopping Experience

Posiflex and Intel® Create a Compelling New Service Model with Interactive Self-Service Kiosks

BUYERS PREFER TO SHOP IN-STORE

Question:
If the item you want is available online and in a nearby store, do you prefer to buy the item in the store or online, including via your mobile device?



Figure 1. While the purchase journey becomes more and more fragmented, physical stores remain at the heart of shopping experience¹.

Introduction

Today's digitally empowered customers have higher expectations than ever before as they are socially connected and inundated with choices. They do not view offline and online channels as separate extensions of a brand. While the purchase journey becomes more and more fragmented, brick-and-mortar stores remain at the heart of shopping experience (Figure 1).¹ Interactive kiosks manage to bridge the gap between two realms by bringing online experiences, such as browsing endless aisles or searching loyalty program offers while in the physical store.

Posiflex TK Series interactive kiosks are specially designed to provide a variety of retail self-service applications. Powered by Intel® Celeron® or Intel® Core™ i Series processors, the TK Series enables retail and hospitality businesses to reposition themselves by offering customers additional service options, and the freedom to choose the way they want to engage with brands.

Personalized Experience Increases Revenue & Loyalty

The best time to promote cross-sell and upsell opportunities are while customers are actively making purchases decision. Acting as an extension of a sales person, Posiflex TK Series interactive kiosks are an ideal in-store tool to provide shoppers with product information and meaningful recommendations while also helping to increase sales. Instead of taking away the person-to-person intimacy of physical store interactions, kiosks enhance the customer's shopping experience, enabling store associates to be utilized as higher-level brand ambassadors.

Businesses in many industries are becoming more aware of the benefits of customer loyalty kiosks, which provide merchants a way to promote their loyalty programs in an automated, cost efficient manner. In addition, loyalty kiosks can be configured to have the capability of dispensing rewards on the spot, printing receipts and vouchers, placing orders, promoting special offers and more (Figure 2). Further, the visually engaging form factor of the Posiflex TK Series kiosk appeals to shoppers' senses, using sounds and images to drive adoption and usage rates.



Multi-functional Loyalty Kiosks

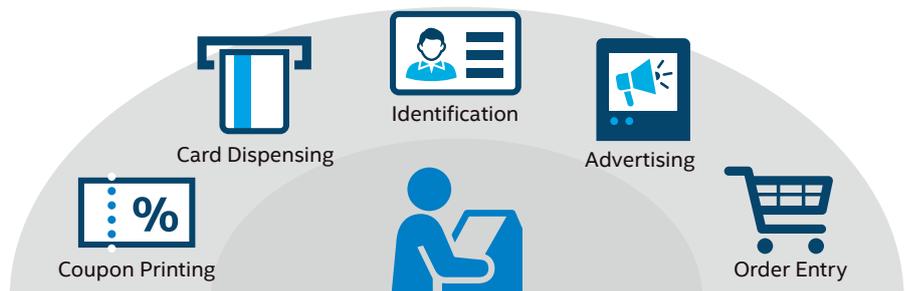


Figure 2. Loyalty kiosks not only facilitate signups, but also offer diverse functionalities that engage customers in various ways.

Endless Aisle: An Extension of In-Store Inventory

In retail – where shelf space is at a premium, every inch counts. Posiflex TK Series allow retailers to digitally showcase an unlimited number of products, without any inventory carrying costs. Through the touchscreen, the customer can browse and order products that are available online, and have their order delivered to their home or to the store for pick-up. Kiosks provide an essential in-store service that bridges the online and offline shopping experiences.

The ability to order out-of-stock products is essential. With sky-high consumer expectations, retailers are using in-store kiosks to combat lost sales and customer dissatisfaction. According to Mood Media's global study – The State of Brick and Mortar: 2017, being out-of-stock ranked the second most common frustration to customer.² When customers don't find what they're looking for in-store, 17% would use their mobile

device to make an immediate purchase at a competitor's site. 37% would buy that item from an online retailer when they get home. 35% would go to a different store to buy it (Figure 3).³



Figure 3. Consumer's reaction to stock-outs

Serve Up Quality, Efficiency & Value

Self-service kiosks are relatively new service additions to Quick Service Restaurants (QSR) and fast casual establishments. Big players have started rolling out self-service kiosks globally, providing customers with a simple digital ordering experience. Further, consistent presentation of up-sells in the user interface can be very effective in driving up average order value.

Posiflex TK Series interactive kiosks puts "fast" back in fast food. They serve as a seamless extension to existing POS terminals, helping store owners to drive sales during peak hours, and improve rates of service. Kiosks not only reduce customer wait time, they have also been shown to enhance order accuracy. With the TK Series, restaurant staff can focus on other aspects of customer service, resulting in a better customer experience and improved profitability. An experiment

showed that the customers spend more while ordering at the kiosk, a 30% increase in average order value versus the orders at the traditional counter (Figure 4).⁴



Kiosks Never Forget to Upsell



Figure 4. Customers spend more while ordering at the kiosk, a 30% increase in average order value versus the orders at the traditional counter.

Making Self-Service More Human with IoT

While the adoption of self-service continues to grow, we see a parallel trend with the maturation of the Internet of Things (IoT). The IoT is more significant than just adding connectivity to existing products or services. Rather, it is about transforming the way products and services deliver value. Posiflex has partnered with Intel® to deliver an integrated IoT solution. Employing a powerful Intel® CPU, our TK Series offers best-in-class processing, providing beautiful graphic performance for rich interactive media experiences. It also supports trendy features like facial recognition that could be linked to the store's loyalty program (only with member's consent). Facial recognition technology enables the kiosk to display personalized offers based on the shopper's purchase history. Additionally, Intel® vPro™ technology enables consolidation of multiple systems into one device, simplifying application development and remote management of large kiosk networks. The kiosk network can be centrally monitored and maintained to ensure efficient operations and optimal uptime, which leads

to a better customer experience. New iterations of kiosk applications continue to grow across multiple industries. The global interactive kiosk market will register a CAGR (Compound Annual Growth Rate) of close to 17% by 2022 with \$2.85 billion in incremental growth. Yet, there's a huge potential in making kiosks even more human (Figure 5).⁵

The market will be ACCELERATING growing at a CAGR of nearly



INCREMENTAL GROWTH

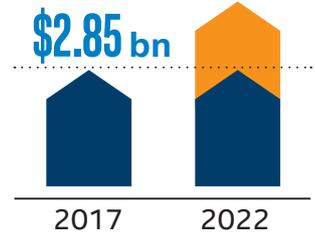


Figure 5. The global interactive kiosk market will register a CAGR of close to 17% by 2022 with \$2.85 billion in incremental growth. Yet, there's a huge potential in making kiosks even more human.⁵

Dynamic Solution for a Perfect Fit

Kiosks can come in varied form factors, with configurable component options to accomplish specific transaction needs. Posiflex TK Series interactive kiosks are highly configurable to match the functionality and aesthetics of the deployment environment. Artwork can be added to reinforce the company brand and enhance the look and feel.

The Paragon TK-3200 Series has a sleek, yet durable enclosure. The 32" P-CAP touch screen provides a vivid and sophisticated human-machine interface. The Paragon can be deployed as a wall-mount or freestanding unit. The dual-sided mounting enables the footprint to pull double duty. It supports scanning and printing, NFC technology, MSR, biometric identification, and has a customized bracket option for EMV payment devices (Figure 6).

The Stellar TK-2100 Series can be configured as a countertop or with pedestal, providing modular deployment options within the same standardized series. The enclosure features a 21.5" touch screen, and can be configured with a wide variety of components to support most common transaction requirements (barcode scan, receipt / ticket printing, bill acceptance, and card dispensing) (Figure 7).

Designed for simple maintenance, the TK Series features an optional tri-color LED indicator light, to show kiosk operational status at a glance. All access doors open at the front to provide easy access for field service and user operation. Each component can be individually removed, simplifying field service and replacement.

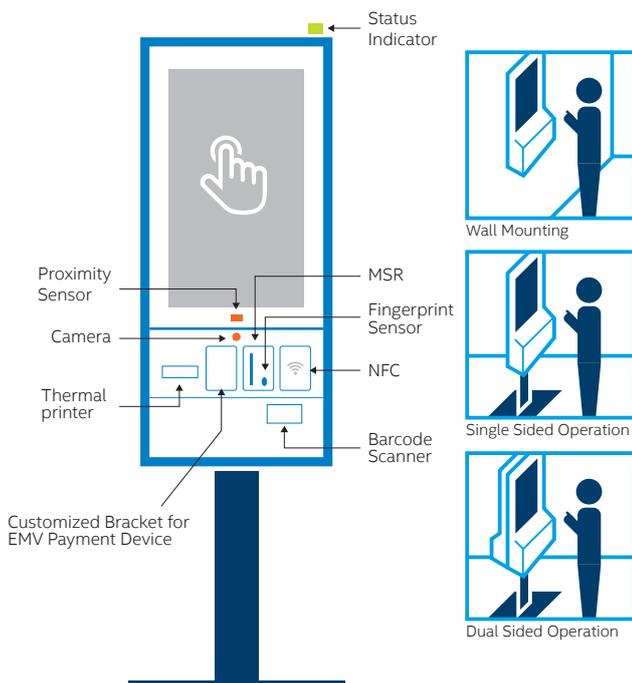


Figure 6. Posiflex Paragon TK-3200 Series 32" Interactive Kiosk

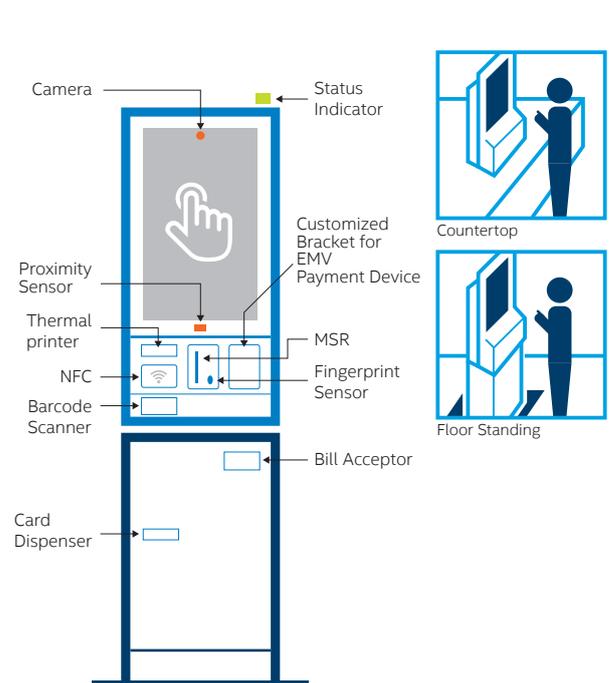


Figure 7. Posiflex Stellar TK-2100 Series 21.5" Modular Kiosk with Bill Acceptor & Card Dispenser

The Posiflex Advantage: Integration & Innovation

Posiflex has historically been known as a dominant brand leader in POS terminals. By acquiring KIOSK Information Systems (a world leader in self-service solutions), Posiflex has grown the strategic solution portfolio of the company. Combining these complementary strengths positions Posiflex for growth tied to emerging "Internet of Things" (IoT) applications within the retail industry.

Our POS systems provide open architecture and cross-platform integration advantages. The full range of product lines include desktop POS, all-in-one POS, hybrid mobile POS, Kitchen Display System (KDS), POS peripherals, and now interactive kiosks. Our product lines help retailers fulfill one-stop shopping requirements, while simultaneously enhancing operational efficiency and reducing costs.

Posiflex Technology, Inc.

Founded in 1984, Posiflex Technology, Inc. has designed and manufactured its own-branded and world-class POS solutions. Since 2016, Posiflex has determined to grow beyond the POS business and further expand itself into self-service solutions (KIOSK), and then to more vertical markets serving B2B IoT platforms empowered by embedded PC. Posiflex's offices are in the USA, Germany, Netherlands, UK, China, India, Singapore, UAE, Malaysia, Japan, and Korea along with the global distribution networks to provide direct and timely support to its customers around the world.

For more information about Posiflex, please refer to our website: <http://www.posiflex.com/en-global>

For more information about Kiosk Information Systems (KIS), please refer to our website: <https://kiosk.com/>

Looking for an appropriate solution? Please contact Intel®, or take a look at these online references: <https://www.intel.com/content/www/us/en/internet-of-things/overview.html>



- This document and the information provided therein are only for Intel® customers' reference and do not provide any form of warranty (whether expressed or implied), including merchantability, fit for a particular purpose, and implied warranties of non-infringement of intellectual property rights. Obtaining or holding this document does not grant you the right to use any of the intellectual property cited, shown or included in this document. Intel® products shall not be used for medical studies, life-saving, life-sustaining, critical control/security systems or nuclear power facilities.
 - Intel®'s technical features and advantages are dependent on the system configuration and may require additional hardware, software, or services. No computer information system is absolutely secure. For more information, please visit Intel.com or request additional information from the original equipment manufacturers or retailers.
 - Software and workloads used in performance tests may have been optimized for Intel® processors. Performance tests such as SYSmark* and MobileMark* are measured using specific computer systems, hardware, software, operating systems, and functions. Any modification to the abovementioned elements may change the test results. Please refer to other information and performance testing (including the operational performance results when combined with other products) to conduct a comprehensive evaluation of the target product.
 - All results of performance tests are from testing reports by Posiflex Technology, Inc. For more information on performance and standards, please contact Posiflex Technology, Inc.
 - The cost reduction scenarios described are intended as examples of how a given Intel-based product, under the specified circumstances and configurations, may affect future costs and provide cost savings. Actual circumstances may vary. Intel does not guarantee any specific cost or cost reduction.
 - Copyright © Intel Corporation 2018. Intel® Celeron®, Intel®, the Intel® logo, Intel® Core™, the Intel Inside® logo and Intel® Xeon® are trademarks of Intel Corporation or its subsidiaries in the U.S. and/or other countries.
- * Other names and brands may be the property of other companies.

1. "The State of Retail Report 2017", TimeTrade, https://media.timetrade.com/wp-content/uploads/2017/02/29134355/TimeTrade_State_of_Retail_2017_Report.pdf
2. "The State of Brick & Mortar 2017", Mood Media, <https://us.moodmedia.com/assets/2017-state-of-brick-and-mortar-low-res.pdf>
3. "5 Challenges of Endless Aisle for Retailers", N Channel, <https://www.nchannel.com/blog/endless-aisle-for-retailers/>
4. "How Self-Service Kiosks Are Changing Customer Behavior", Harvard Business Review, <https://hbr.org/2015/03/how-self-service-kiosks-are-changing-customer-behavior>
5. "Global Interactive Kiosk Market 2018-2022| 17% CAGR Projection Over the Next Four Years| Technavio" <https://www.businesswire.com/news/home/20180630005027/en/Global-Interactive-Kiosk-Market-2018-2022-17-CAGR>