

TESCO Store IT Solution

- PDA POS 솔루션 전략 -

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1. Wireless POS-PDA

Wireless POS makes fast service to Customer because it can be used
everywhere in house

- 블루버드소프트 BIP-1300 -



❖Functionality

BIP-1300 is the All-in-one Enterprise PDA integrated with Barcode Scanner, MSR, IC Card Reader, Thermal Printer as well as Voice and Data Communication and WLAN. The Ability in point-of-sale, receipt printing, ticketing and high-speed data transfer in a single device increases sales productivity.

❖Compatibility

BIP-1300 with Windows Mobile-based operating system makes it easy to install custom applications and access to your work PC. The device allows you to manage real-time information all about work documents, customers, inventory, delivery and much more without any restraints of time or place.

❖Ergonomic

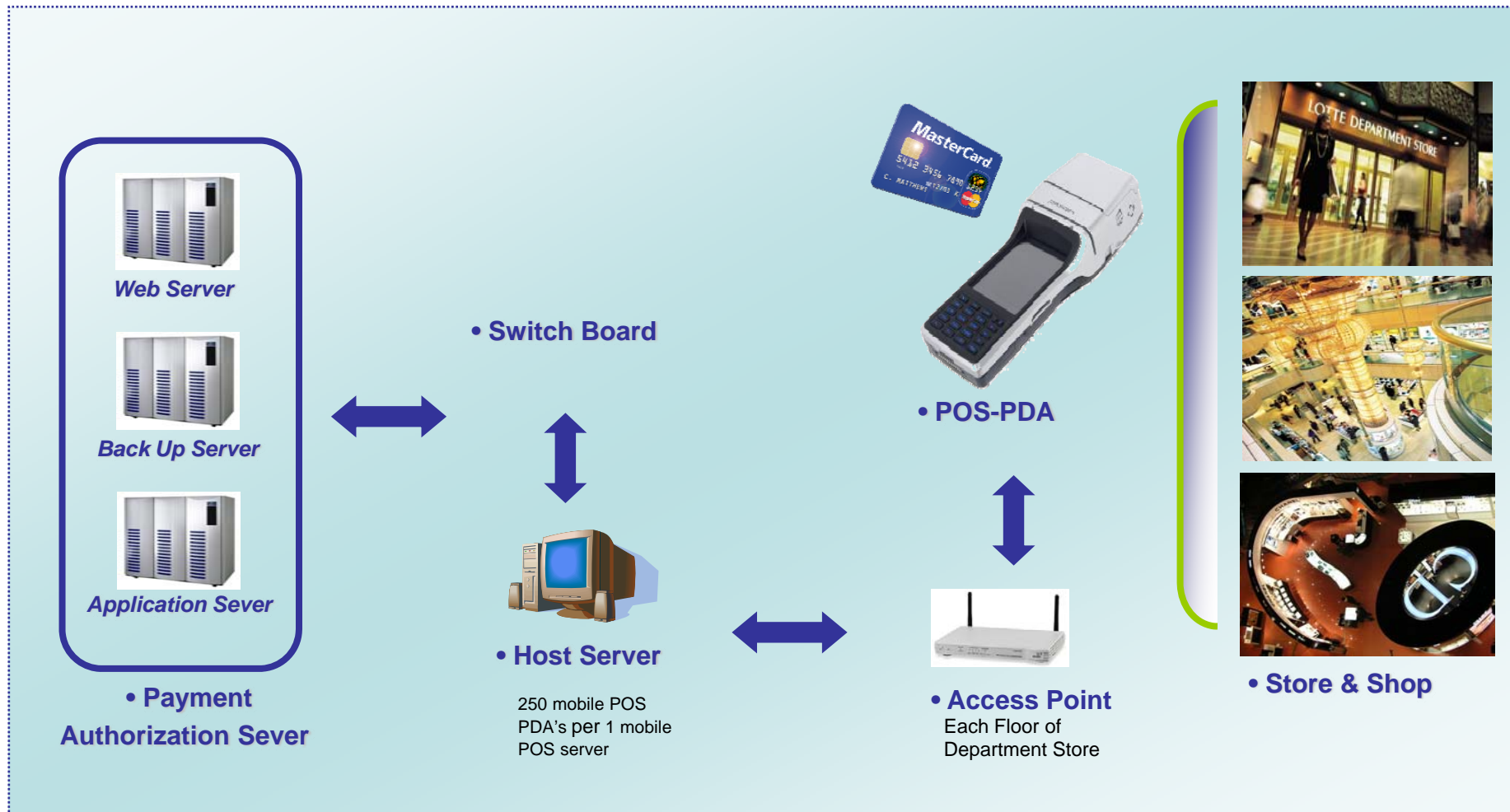
- 3.5" display delivers excellent graphic capability and readability.
- Touch screen and numeric keypad provides simple and easy operation.
- Sleek, compact and hand-held device grants you easy control of your work with one hand on the go.

❖Security

- MSR : Tracks 1,2,3
- IC Card Reader
 - Contact Type: PCI PED, EMV Level 1&2, PBOC Level 1&2 approved, ISO 7816
 - Contactless Type: ISO 14443 A/B, ISO 15693

1. Wireless POS-PDA

❖ Application



1. Wireless POS-PDA

❖ Effect

구분		고정형 POS	PDA-POS
Time	결제 처리시간	평균 3분	평균 20초
	시스템 설치시간	약 1시간	10분
Cost	Cashiers	1 POS 당 2명	필요없음
	구매비용	300만~400만	90만 ~ 100만
	유지보수비용	구매가에 비례함	구매가에 비례함
Service	맞춤형 고객서비스	제한적	제한없음
	물리적 운영 공간	필요함	필요없음

비용절감

- 고정POS Cashier 절감 (70%이상)
- POS에 비해 장비구매비용 절감
- 운영 및 유지보수비용 20~30% 절감

고객 서비스 증대

- 고객 대기시간 감소(평균 3분 -> 20초 이내)
- 결제시간 단축 및 신용정보 오용 방지
- 카드 분실 및 오용에 대한 불안감 해소

2. Kiosk

At restaurant in house, Customer choose food,
and make payment by oneself Just only Credit Card can be tendered.



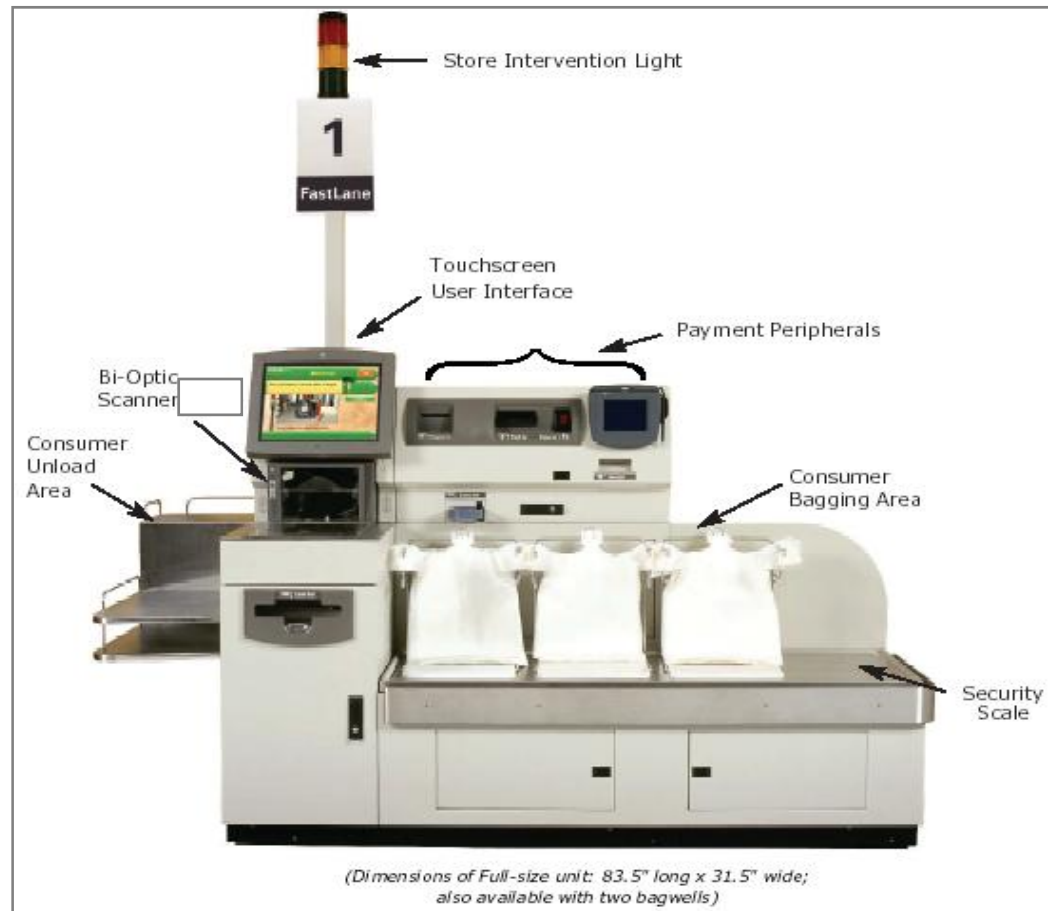
3. Self Check Out

To increase customer experience, and reduce TCO,

Self Check Out is on trial at 3 stores, Jamsil, Youngdungpo and Sangdong

Customer scan products, make tendering, and pack by oneself

SCOT compares scanned product's weight with pre-recorded weight



4. Automatic Queue Counting

AQC solution is the thermal imaging cameras capturing the number of people in the POS queue

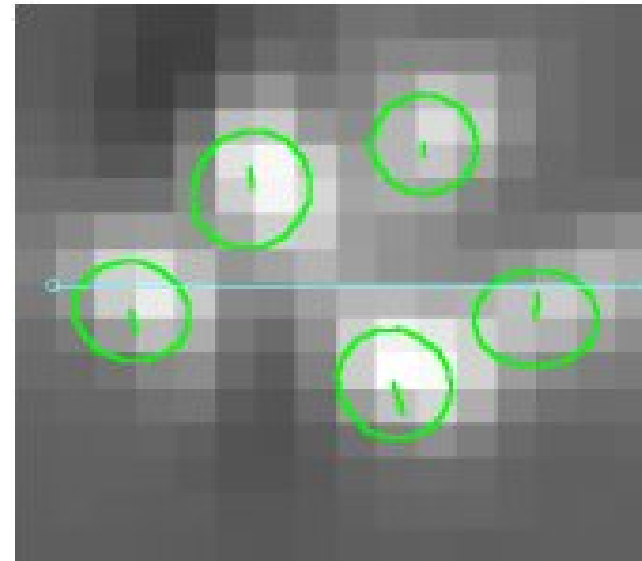
It speeds up processes at the front end by exact POS open scheduling



Thermal Camera



Field of View



What the Camera 'Sees'