



New Features

- Unintentional touch rejection for enhanced usability
 - Deep sleep enabled with IBM Remote Management Agent
 - Easily attaches and detaches I/O for improved serviceability
 - Embedded diagnostics promote display life
 - Flashable firmware updates
-

IBM SurePoint Touch Display

Making retail smarter starts with innovative IBM touchscreens at the point-of-sale

For the consumer...fast, accurate checkouts and visibility to services

The ubiquity of the worldwide web and the pervasiveness of mobile handsets, netbooks and laptop PCs give consumers near limitless access to on-demand products, information and services. For retailers focused on strengthening customer advocacy, checkout speed, accuracy and a personalized shopping experience, it is no longer a differentiator to open new channels of communications with customers, it is a business imperative.

Create advocates by elevating the customer shopping experience

The new SurePoint™ flat-panel touch display gives retailers a simple, yet innovative way to create a unique and distinctive experience for customers. Touchscreens help associates minimize wait time with speedy, accurate checkouts. When customer-facing displays are present for shoppers, they can scroll through receipts, access loyalty accounts and respond to store promotions. Touch displays can also introduce new services at the point-of-sale, including third-party offers that help generate incremental revenue—all while making your store a favorite place to shop.



For the employee...less training time, less stress

The IBM SurePoint touch display is engineered for optimum usability for store associates. Touchscreens dramatically reduce training time, enhancing the associate's confidence and productivity.

Speed employee training and increase accuracy, employing intuitive touch interfaces

Robust infrared (IR) touchscreens never need recalibrating, so associates can deliver uninterrupted checkouts, and they offer the most flexibility for various input devices—from a bare finger or stylus to a credit card—speeding transactions. Glare-proof glass, customizable interface, screen flow and unintentional touch rejection optimize efficiency. In addition, tactile and auditory feedback during transactions—including a forward-facing speaker kit—help associates avoid unnecessary errors.

For the retailer...a smarter business

Retailers who deploy IBM SurePoint touchscreens at checkout can begin seeing a nearly immediate return on their investment. Touch displays promote significantly faster throughput that can potentially reduce the number of checkout lanes open and the number of cashiers required at the front end.

Deliver quick return on investment, streamlining operations, controlling costs and managing risk

While the innovative IBM SurePoint touch display helps improve employee productivity and positively impacts customer loyalty, it also enables retailers to operate smarter and realize a fast return on investment. For example, flashable firmware and security updates help reduce service and staffing costs. Built-in diagnostic tools monitor each display's health with critical information such as bulb life, brightness settings and power-on hours, minimizing downtime. Peripherals can be attached and removed easily without disassembling the display, simplifying future upgrades. The design of the display accommodates LCD lights as well, in case your needs change.

Promote environmental stewardship

The latest IBM SurePoint touch displays help retailers demonstrate their environmental commitment and build a sustainable business. More energy efficient than ever before, new displays support ultra-low power deep sleep automation.⁵ The retail-hardened design ensures long service life even under the most extreme conditions. In addition, displays are constructed from recycled materials and packaging is made from 100 percent recycled post-consumer waste to help reduce the cost and environmental impact of end-of-life disposal.



1. Intuitive, infrared touch display
2. High-contrast ratio, minimal glare and wide-angle viewing
3. High brightness, active-matrix display supports full motion video for better viewing
4. Convenient infrared technology interaction accepts various modes of input
5. Energy-efficient design offers low power consumption
6. Supports deep sleep on IBM SurePOS units
7. Direct attachment by USB to I/O and POS
8. Forward-facing speaker kit
9. Spill resistant retail hardened construction

10. Integrates with various optional peripherals for a unified appearance (magnetic strip readers, keypads, key locks and speakers)
11. 32-key programmable keypad for rapid data entry (optional)
12. A choice of 12-inch or 15-inch display
13. Wide tilt range for ergonomically correct viewing
14. Multiple mounting options for versatile placement options
15. 180-degree rotational range enables use by cashier and/or customer
16. Stable mount fixtures offer a steady screen display
17. Available in pearl white or iron gray to match existing POS hardware

IBM SurePoint Touch Display				
Model Number - Touch	4820 - 21W	4820 - 21G	4820 - 51W	4820 - 51G
Screen Size	12.1"	12.1"	15"	15"
Resolution	800 × 600	800 × 600	1024 × 768	1024 × 768
Model Color	Pearl White	Iron Gray	Pearl White	Iron Gray
Backlit bulb	High brightness, high contrast	High brightness, high contrast	High brightness, high contrast	High brightness, high contrast
Power requirements	18 W max (20 W w/ brick), 15 W typical	18 W max (20 W w/ brick), 15 W typical	18 W max (20 W w/ brick), 15 W typical	18 W max (20 W w/ brick), 15 W typical
Energy consumption efficiency ¹	N/A			
Connectivity				
Video interface	Analog			
Touch interface	Powered USB, standard USB			
Optional mounting features				
Mounting stands	Integrated mounting stands: IBM SurePOS 700, IBM SurePOS 500 (second display) Weighted distributed base VESA-compliant adapter			
Optional I/O devices				
Magnetic Stripe Reader (MSR) w/Keylock	Three track MSR 2-position programmable lock (up to 4-position available as option)			
Keypad w/MSR and Keylock	32-key programmable keypad with three track MSR 2-position programmable lock (up to 4-position available as option)			
Speaker Kit	Forward-facing speaker assembly			

IBM SurePoint Touch Display	
Physical dimensions and weight	
Maximum dimensions (WxDxH)	12 inch: 12.12 × 2.2 × 10.43 (308 × 56 × 265 mm) 15 inch: 14.13 × 2.2 × 11.87 (359 × 56 × 301.5 mm)
MSR	7.68 × 1.49 × 2.87 (195.5 × 38 × 73 mm)
MSR and Keypad	8.27 × 2.09 × 5.31 (210 × 53 × 135 mm)
Weight	12 inch: 5.51 lbs (2.5 kg) 15 inch: 7.37 lbs (3.35 kg)
Software	
Operating Systems supported²	IBM 4690 OS Version 4 or later Microsoft® Windows® Embedded for Point of Service Microsoft Windows Embedded POSReady 2009 Microsoft Windows XP Pro SP2, SP3 Microsoft Windows 7 SUSE Linux® Enterprise Desktop 11 SUSE Linux Enterprise Server 11 SUSE Linux Enterprise Point of Service 11
Drivers supported	OPOS 1.13 or later Java™ POS 1.13 or later
Warranty Service³	One year depot or on-site service
Technical support⁴	24x7 phone support (during warranty period) and web-based help

For more information

To learn more about how IBM SurePoint touch displays can help transform your business, contact your local IBM sales representative or IBM Business Partner or visit: ibm.com/products/retail

Additionally, financing solutions from IBM Global Financing can enable effective cash management, protection from technology obsolescence, improved total cost of ownership and return on investment. Also, our Global Asset Recovery Services help address environmental concerns with new, more energy-efficient solutions. For more information on IBM Global Financing, visit: ibm.com/financing



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¹ The energy consumption efficiency is the value of the power consumption measured in accordance with the measuring method specified by the Japan energy saving law divided by the Composite Theoretical Performance specified by the energy saving law.

² An operating system is not included and can be purchased separately.

³ For a copy of IBM's Statement of Limited Warranty, please contact your IBM representative or authorized reseller.

⁴ Technical support response times may vary.

⁵ Deep sleep power state is defined as "suspend to RAM" (random access memory) (meaning the power supply is in a reduced power mode). The system appears off; the CPU has no power; RAM is in slow refresh.