



THE BREAKPOINT BRAIN

Spring 2001

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BreakPoint 2K Exceeds Expectations

BP2K is raising eyebrows across the POS industry, with its dazzling ICD graphic customer display, 100% Windows-GUI compliancy, complete OPOS hardware support, advanced Internet communications, multi-layer touch-screen keyboard, SQL/ODBC database compatibility, 15 distinct preferred shopper programs, fully integrated credit/debit, and the same enormous collection of POS features that BreakPoint Systems has always offered.



BreakPoint 2K is written in MicroSoft Visual C++, a true source programming language that processes many times faster than fourth-generation tools such as Delphi or FoxPro. Just compare our lightning speed, the reliability of our operations, and our unmatched ability to customize BP2K quickly and cost effectively to meet unique client requirements and you will just begin to understand the complete difference that true source language development can make.

Why did it take so long?

BreakPoint is not your average POS system. It has over 1,000 System Flags, 15 Preferred Shopper Programs, Canadian and US Integrated Credit/Debit, Gas Pump Interface, Video Rental, Customer Profiling, and so much more than any other POS system out there. BreakPoint is also available in multiple languages and has reams of special programming to meet the complete POS requirements of thousands of installations across Canada, the US, the Caribbean, Latin America, and South America.

The release of our Windows-GUI BreakPoint 2K has been in progress for more than five years, starting with the release of the BreakPoint ICD (Integrated Customer Display), bringing to the market the most advanced Windows-GUI full-screen graphic advertising customer display ever designed. Two years after that, we released the IPC (Integrated Program Configurator), enabling our customers to program multiple lanes of BreakPoint from the backroom under Windows98 or NT networking. And just last year we released the BreakPoint BOT, a quantum leap forward in POS communications technology, utilizing LAN, direct modem or Internet connections to program, poll, and update unlimited numbers of remote BreakPoint lanes.

The release of our final Windows-GUI component, the BP2K Cashier Workstation, is right on schedule. Like a fine meal, it was not a product to be rushed, but to be savoured and perfected. And now that it is ready, take a bite, we guarantee you will never have known a POS that was so nutritionally balanced, feature rich, and powerfully tasty.

Great expectations is what life is all about. Great expectations in POS is what BreakPoint is all about. Check out BreakPoint 2K and decide for yourself.



- BreakPoint 2K
Retail Cash System
- BreakPoint ICD
Integrated Customer Display
- BreakPoint IPC
Program Configurator
- BreakPoint BOT
Communications Robot
- BreakPoint LPM
Loss Prevention Manager
- BreakPoint Mini A/R

Call BreakPoint
Systems Corporation
1.204.982.5800

The BreakPoint BOT: Our Bot is Hot!

The BreakPoint Bot is a quantum leap in POS communications technology over the traditional store-and-forward methods that have restricted the multi-store retail community for far too long.

The BOT runs quietly in the background of your BreakPoint lanes and your backroom server. Using simple ASCII text files, any backroom system can issue commands to the BOT to update almost any BreakPoint element – PLU information, customer information, promotional pricing, department programming, clerk programming, discounts, tenders, system flags, and even ICD graphics and advertisements. Each lane BOT will automatically pick up these commands and process them appropriately. If a lane goes down, its server BOT simply queues up the commands for that lane until it comes back online, at which time the lane BOT can immediately resume and process all of the commands that are waiting in the queue.

In addition to processing commands coming from the backroom server, each lane BOT can send out commands of its own. A lane BOT can immediately notify its server BOT when customer charge account balances or frequent shopper points change. The server BOT can then distribute this information to other lane BOTs or to a higher-level server BOT that can distribute the information across an entire network of store and lane BOTs.

These awe-inspiring capabilities can afford the multistore retail operation reliable and affordable realtime information exchange that was never possible before. Realtime inventory tracking between sites, multistore shared customer account balances, and instantly updated frequent shopper points between locations is suddenly a reality that was previously only an unattainable dream for most retail chain operators.

But Wait! There's More!

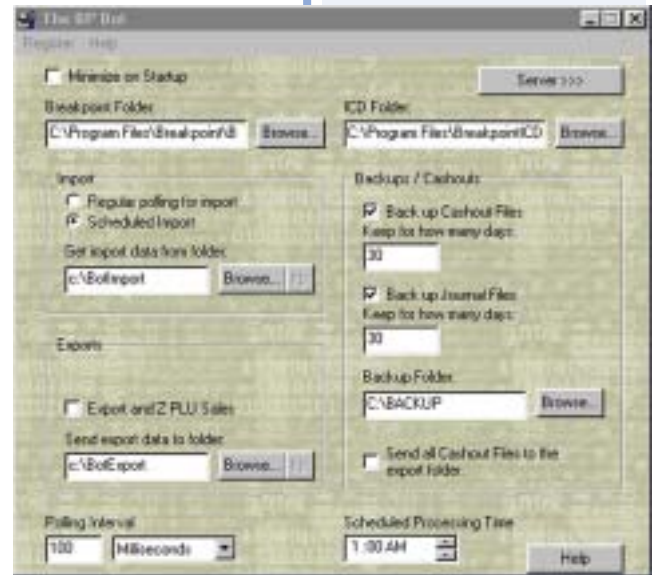
The BOT is fully Internet capable. It has a builtin ability to connect and transfer data to and from Internet FTP sites or proprietary proxy servers using standard IP addressing. This means that data can be kept up-to-date between remote sites with 24-hour realtime performance at very low costs. The BOT supports LAN networking, telephone modem, automated Internet dialup, or high-speed Internet connections.

With fully configurable polling rates from milliseconds to hours and an option for once-a-day update events, the BOT blends the traditional store-and-forward method of transmitting data with scheduled and realtime updating, providing enormous flexibility and control over system performance based on hardware and network abilities. The BOT can automatically detect a communications problem and change to a slower processing rate to make certain that modem or network timeouts do not dramatically impact the performance of the lane.

In addition to its data distribution tasks, the Bot can also be configured to backup cashout and journal files on a daily basis, perform system housekeeping duties, and execute unlimited cashout X and Z report requests. Both midday X and end-of-day Z reporting can be effected through the Bot on an entire network of stores and lanes with a single head office request.

It is difficult to comprehend the unlimited applications for this brilliant new software product. The BreakPoint BOT is a startling vision of the future of POS communications that many retailers are only beginning to understand today. Stay tuned for exciting updates on the progress of this new prodigy of POS communications technology.

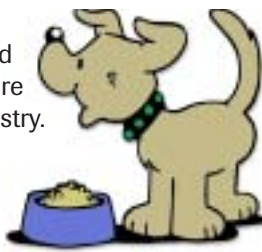
BreakPoint BOT Features:



- Remote System Backups
- Remote PLU Updating
- Remote Customer Updating
- Realtime X or Z Reporting
- Remote System Programming
- Multi-Store Frequent Shopper
- Multi-Store Charge Tracking
- Multi-Store Inventory Inquiry
- Remote ICD Slide Updating
- Supports FTP Site Addressing
- Supports Proxy IP Addressing
- Supports Windows98/NT LAN and Phone Modem Connections

BreakPoint, Man's Best Friend.

BreakPoint Professional, the BreakPoint ICD (Integrated Customer Display) and BreakPoint Frequent Shopper are bringing major success to the Canadian Pet Store Industry.



Imperial Pets, C&D Pet Planet, and numerous Paulmac Pet Food Stores across Manitoba and Ontario also use BreakPoint for their chosen POS system. Although BreakPoint and JS Software may be best known for our success in the Canadian grocery market, our unequalled success in the pet supply retail industry is a testimony to our ability to excel in virtually any retail market.



Best West Pet Foods, a Manitoba-based chain of pet supply retail stores, has installed BreakPoint in all of their Manitoba and Ontario outlets. In addition to installing BreakPoint, Best West Pet Foods has contracted

BreakPoint Systems to develop and design a coordinated frequent shopper and ICD advertising program, including customized graphic customer display slides and over 20,000 customer loyalty cards. Darren Elkin, comptroller for Best West Pet Foods, has reported that the program has been a resounding success and the company looks forward to enhancing and expanding their program over the next several years.

Best West Pet Foods Inc.



The Best Friends advertising program included customized ICD graphic customer display slides and over 20,000 customer loyalty cards.



Petland Canada has also chosen BreakPoint for their corporate superstores and

franchise outlets. BreakPoint Systems and JS Software have been contracted to provide a comprehensive POS solution for their chain of very successful Canadian stores. Once again, the ability to provide a unique Customer Loyalty Program combined with ICD advertising was the deciding factor in selecting BreakPoint and JS Software over some of the best POS packages available today.



Touch Me, Feel Me, BreakPoint Touch-Screen Likes It!

BreakPoint 2K offers touch-screen keyboard for the first time, and we did it up right.

The BreakPoint Button Board is a 100% user-configurable and multilayer touch keyboard. It will permit you to select the number of touch buttons you want, where you want them, how big you want them to be, and how many levels of buttons you want to have. Programmed correctly, a small section of touch buttons in BP2K can lead to dozens of powerful cashier functions. And using colorful and high-resolution graphics, the buttons can be both attractive and friendly for easy cashier training.

Everyone has their own ideas about how to use touch-screen keyboards and where they are more valuable than traditional POS keyboards. So go ahead, get a little touchy feely and find out what the term "hands-on" really means. You'll love our touch.

Integrated Customer Display

BREAKPOINT ICD

The BreakPoint ICD enables you to capitalize on the attention of your shoppers with brilliant color slides or brief movie clips while they wait for their goods to be entered at the register. That brief moment that you have them as your 100% captive audience is a window of opportunity as precious as gold, and the BreakPoint ICD enables you to cash in on it. Whether you advertise for yourself or sell advertising time to others, you simply cannot afford to let this valuable resource slip away any more. Your BreakPoint ICD can display:

- Upcoming Store Events
- Advertised or In-House Specials
- Community Service Announcements
- Advertising for Local Merchants
- Advertising for Local Charities
- Introduction of Staff Members
- Special Holiday Messages
- Changes in Store Hours
- Valuable Commercial Advertising

BreakPoint Systems offers a complete ICD training course that teaches you how to use your ICD, how to create your own advertising slides, and how to manage your ICD slide directories. This inexpensive course is offered several times a year at our offices and can also be provided onsite at your location if that is more practical or convenient for your staff.

The financial rewards that are possible through advertising in your cashier lanes is very real. It will not be long before big money advertisers will be knocking on your door to exploit every avenue of access to your valued customers that you are prepared to permit them. With the BreakPoint ICD in place, you will be in an optimum position to capitalize on this valuable opportunity to create a whole new revenue stream for your business.



Compliments of BreakPoint Systems!

BreakPoint Systems offers our registered ICD customers free slides! The current download contains Valentine's, St. Patrick's and Easter holiday theme slides. In the future, BreakPoint Systems will be creating a new set of slides periodically and these will be available on our FTP site. Our next set will include Mother's Day, Father's Day, Canada Day plus a few miscellaneous summer slides.

This self-extracting file is password protected. The slides file and password may be obtained from your BreakPoint Dealer or by calling BreakPoint Systems directly at 204-982-5800. You may also download the slides file from the BreakPoint FTP site.

Download slides-2k.exe from:

<ftp://www.breakpoint.mb.ca/pub/users/pangea/bpoint>

To install slides-2k.exe:

Run or double click the self-extracting file slides-2k.exe and enter the password when prompted. This file has a preassigned directory and will place your new slide directory under:

C:\Program Files\BreakpointICD

Each set of slides will install into their own sub-directory:

C:\Program Files\BreakpointICD\easter,
C:\Program Files\BreakpointICD\valentine
C:\Program Files\BreakpointICD\stpatrick