

BreakPoint *ICD*

Integrated Customer Display

Hi-Res Colour Graphic

Customer Display

Enhancing Your BreakPoint

Retail Cash System with

Vision and Value.



BREAKPOINT ICD

INTEGRATED CUSTOMER DISPLAY

The ICD is an engineering marvel. Exploiting the recent Multiple Video Addressing technology of Microsoft Windows 98/NT, the ICD enables you to operate two separate displays from a single computer, one for your cashier and one for your customer. For the nominal hardware investment of an extra video card and colour monitor, the ICD provides a full-screen colour graphic image display that will dazzle and inform your customers.



The **BreakPoint ICD** begins with your own customized graphic company logo and high resolution colour background, permitting you to select alternative backgrounds from a gallery of special themes, textures and coloured backdrops. Your customers are able to view their entire transaction in the Receipt Window including a visually friendly enlarged subtotal while they enjoy a presentation of graphic image slides to entertain and advise them about:

- ▶ 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

The BreakPoint ICD is high profile and customer friendly. The blend of hi-res logos, colourful backgrounds, and visually attractive slides will brighten up your store while it projects an important image of a progressive management. The scrolling Receipt Window and the magnified Subtotal Window provide a tremendous customer service, permitting elderly and visually challenged customers to view their sale easily and in entirety.

The Advertising Slide Window offers you an unexpected revenue capitalization opportunity while you advertise your own products. With an inexpensive desktop scanner and a few simple instructions from your ICD manual, you can quickly captivate the attention of your shoppers for the entire time that they stand at your checkout, creating an innovative and profitable medium for advertising for yourself, your suppliers, local businesses and charities.

The BreakPoint Retail Cash System includes the following components:

- ▶ **BreakPoint Retail Cash System**
- ▶ **ICD Integrated Customer Display**
- ▶ **IPC Integrated Program Configurator**

BREAKPOINT
SYSTEMS-STORE

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