

Kaboom!

June 25, 2001

I really *will* get around to telling you the Bernard Wine Story sometime, but not this week. Too much to do. Way to much. Specifically, we're coming up on July 4, and here's the first rocket in the fireworks show. Tell the competition to duck

It started just this morning. It's Monday, and I don't expect more than the 230 emails that normally greet me on a Monday. But by 7:15 I've only got down to #228 when you-know-who kind of slithers in — I say this not because of the way he sauntered through the door, but because he just happened to be wearing the bright orange snake-pants I think I told you about a little while back.

Normally, Bernard is chatty — in his way. Not today. Instead, a sheet of his trademark Cranes Crest Linen Suede Finish cream-laid stationery slid silently across my desk, bearing an Excel printout.

“Do it,” he said. “Ron-O is with me on this one. Don't worry — we've sold so many TP2s in the last six months we got way down the cost curve in double time and you can afford it.”

I looked down, astonished at what I saw. Four-digit numbers that used to start with “6” now all started with “5”, and the “5”s had become “4”s. And the Flat Panel displays! And there was more stuff at the bottom of the page that was so unbelievable that I have to validate his numbers. If he really got this approved, I'll tell you about *that* part in a couple days. (Kaboom.)

I looked up, wide eyed. “Oh yes — “ he added. “Tell them about performance.” I glanced down at the sheet and an instant later when I looked up, Bernard was gone.

So, OK, I'm “doing it.” Here's the pricing news from the official Bernard “you've got a friend at Fujitsu” spreadsheet:

- ISS45 TeamPoS 2000 Terminal Packages — major price reductions across the board, and up to almost \$1,200 on the 600MHz units. Yeah, that's dramatic. (What do you expect from a guy wearing a chain coin-belt and snake-pants?)
- Flat Panel Displays — amazing. At Dealer prices, you can now buy them for under \$560 including cables. Digitals, Analogs, Touch Screens — all prices just murdered. Some were cut almost in half. Now you can afford those great dual-screen WinPoS configurations.
- There is a lot more — but you'll have to wait a day or two. I've got to check this out before I publish it, so keep scanning the sky for the next rocket.

It's all there in the latest edition of Marketing Bulletin 1157. Here are a few notes:

RAM Configuration — on both the 433MHz and 600MHz TeamPoS 2000 packages, the standard RAM shipped is now 128MB.

Performance Tested Best — To our knowledge at this writing, TeamPoS 2000 is the highest-performance PoS terminal in the world by a wide margin. A lot of this is because it's the only PoS terminal that offers full Pentium III processors. The closest that NCR or IBM can provide are their new 566Mhz Celeron-class machines, but TeamPoS's exclusive Pentium performance is much higher.

So, how much better are you than your closest competition?

SYSmark¹ productivity benchmarks show the 600MHz Pentium III outperforming the 566MHz Celeron by **45%**. But the TeamPoS 2000 motherboard supports the complete line of Intel processors from 433MHz (Celeron) to 800MHz (Pentium III). So if you go up to the 800MHz class of Pentium IIIs, which the TeamPoS 2000 also supports, the performance differential jumps up to **80%**. (Kaboom.)



What does this mean to your customers? Faster PLU lookup and scan response time, information and prompts coming quicker to the clerks, instantaneous screen painting with Windows PoS applications. With ISS45, you can really drive the dual screen WinPoS, with touch screens for both the clerk and the shopper. Plus, future proof the store for future versions with applications that will be even more sophisticated.

And don't forget — only with TeamPoS 2000 can you support the Celerons and the Pentium IIIs on the same board. This means that you can sell the low-cost configurations today, and upgrade to a Pentium III later without a board change or a hardware upgrade. Just buy the Intel chip, and if Moore's law holds out for another year or two (after a 50-year run, that's a good bet) these things'll be very, very inexpensive.

The TeamPoS 2000 supports and is validated with all these chip speeds. We don't want to be too hard on our li'l ol' competitors — it would be just too embarrassing to be 80% faster, and besides, "45" is *such* a nice number after all — so current ISS45 packages are released with the option of either the 433MHz Celeron or the 600MHz Pentium III.

To Your Success,

Tony

Tony van Severen
Director: Supermarket Systems

¹ SYSmark was developed by the Business Applications Performance Corporation (BAPCO), a non-profit consortium of leading computer industry publications, independent testing labs, PC hardware manufacturers, semiconductor manufacturers and software publishers. SYSmark measures system performance using business-oriented applications running over the Microsoft Windows operating environment.