



Highlights

- 60 percent higher performance with Intel mobile technology¹
 - Now supports IBM 4690 Operating System V6.3 Enhanced terminal
 - New features include SSD option with potential to increase reliability and speed checkout
 - Energy-wise design.
-

IBM SurePOS 300 Series

A smarter checkout in less space, lower cost

A great fit

The new IBM SurePOS 300 Series brings smarter store solutions to small and midsized retailers who need a high-performing, energy-efficient POS system with a small footprint – and at the lowest cost. Now offered with the powerful and rock-solid IBM 4690 Operating System, the SurePOS 300 delivers top levels of customer service for any size retailer, including support for the IBM Smarter Checkout for 4690 solution that drives new and innovative revenue opportunities.

More frills where it counts

When IBM introduces a new POS system, the POS has functionality that our clients need most. Today that means enabling a retailer to offer personalised, interactive services from multiple channels and devices at checkout. In less than a foot of counter space, the small SurePOS 300 packs big features that energise the shopping experience for customers and employees, that will help grow sales faster for the retailer.

Next-generation technologies include the innovative and retail-optimised IBM 4690 Operating System V6.3 Enhanced terminal (available with Nonvolatile Random Access Memory (NVRAM) feature for 350 and 35A models); the same chip set as on the flagship SurePOS 700 Series; and an optional SSD – all to deliver performance enhancements and optimise the most demanding customer service solutions. With the latest system, employees and shoppers are empowered to interact in new ways and with a wide choice of devices, including mobile.



Superb graphics ensure multimedia applications respond at their best, such as videos and third-party promotions on customer-facing displays. Memory scalable up to 4 GB² and replaceable SurePorts mean retailers can use existing assets and introduce new services and devices as needed. Embedded security features help protect against viruses and tampering.

Lower cost where it matters

The IBM SurePOS 300 helps retailers save money where it matters – over the long run. With earth-friendly technology that saves energy and increases reliability, the SurePOS 300 can help reduce power bills while providing a long service life. Deep sleep, for example, allows the POS system to be in a low power state when checkout lanes are idle, then put back to use in seconds, saving up to 47 percent energy.³

RMA, which can be enabled to automate deep sleep, also allows system monitoring from a single console in the store or remotely. So technicians have quick access to the POS and devices for software and security updates and to keep tabs on system health. Easy, virtually tool-free serviceability and remote monitoring help keep POS maintenance costs low and checkout lanes moving.

Sized right for any checkout environment

The SurePOS 300 is the smallest POS in the IBM family. The footprint measures only about 10 inches, which frees up space on a checkout counter for retailers to display and sell impulse items that can increase revenue. Smartly designed front vents promote front-to-back airflow so that the powerful system stays cool without side vents, allowing it to be placed in a variety of places, even tight spaces.

As for all IBM retail solutions, systems and peripherals are tested, engineered and colour coordinated to be compatible. Every detail – even to the latching connection – is designed and optimised to work together as a total store solution. So there is no guesswork when adding services and devices.

World-class service and support

IBM specialises in helping retailers develop, customise and integrate store solutions, including the IBM SurePOS 300 Series. The services group within IBM RSS can support a retailer's own IT staff or provide a broad range of expert guidance and services to help retailers meet their business goals. Authorised IBM Business Partners (BPs) can also provide a wide range of professional and support services, available at nearby locations across the globe.



- 1 Compact footprint and distributed design
- 2 Intel® Celeron® T3100 processor provides 60 percent performance improvement
- 3 80 PLUS Gold power supply
- 4 Dual video display capability
- 5 Storage options include 500 gigabyte (GB) hard drive. Solid state drive (SSD) can help speed performance, availability and reliability
- 6 Deep sleep automation and built-in power management let point of sale (POS) 'nap' and lower energy costs
- 7 Remote Management Agent (RMA)
- 8 Virtually tool-free access to key components
- 9 Sensor driver allows proactive monitoring of the health of the system

- 10 Selectable and upgradeable SurePorts enable retailers to use existing devices and connect customer or employee devices
- 11 Front vents promote front to back airflow keeping the system cool and help keep systems up and running
- 12 Retail-hardened design
- 13 Engineered for retailers with components designed to work together seamlessly
- 14 Open platform and broad operating system support, including IBM 4690 V6.3
- 15 Service and parts available up to seven years after withdrawal
- 16 IBM keyboard options
- 17 Takes less than one foot counter space.

IBM SurePOS 300 Series at a glance

Hardware	Models 350/35A/E50/E5A
Processor	Intel Celeron T3100
Storage Option	
Hard disk drive	500 GB (standard on E50, E5A)
Solid state drive	One or two 64 GB (replaces hard drive on E50, E5A)
Memory*	1 GB double data rate (DDR)3 (2 GB on E50/E5A, expandable to 4 GB on all models)
Connectivity	
IBM SurePorts	See IBM SurePorts chart for a full description of IBM SurePorts and connectivity options.
PC USB ports	2 (back), 1 (front)
RS-232 ports	2
Powered RS-232 ports	1 (9-pin) (See IBM SurePorts chart for all connectivity options)
PS/2 keyboard/mouse	1/1
RJ45 Ethernet	10/100/1000
Video	2 VGA
Audio line-in, microphone, line-out	Back
Dimensions (WxDxH)	9.6" x 10.9" x 3.5" (245 mm x 277 mm x 90 mm)
Weight	8.8 lbs (4.0 kg)
Power consumption	80 PLUS Gold Efficient power supply
Optional peripherals	
Displays	IBM SurePoint solution, distributed 11-character display (AP Only), distributed 40-character displays, distributed character graphics displays
Printers†	IBM SureMark printers, fiscal printers (ask your local representative for details)
Keyboards	USB and PS/2 modular keyboards (ANPOS, CANPOS, 67-key, and 67-key with liquid crystal display (LCD))
Cash drawers	Compact, value (AP Only), full-size, flip-top

IBM SurePOS 300 Series at a glance

Software



Operating systems supported [†]	IBM 4690 Version 6.3 Enhanced terminal Microsoft® Windows® Embedded POSReady 2009 (Preload option E50, E5A) Microsoft Windows Embedded POSReady 7 (Preload option E50, E5A) Microsoft Windows 7 Professional Microsoft Windows 7 Ultimate SUSE Linux® Enterprise Point of Service 11 with Service Pack 2 (when available) SUSE Linux Enterprise 11 Desktop with Service Pack 2 (when available) DOS 2000 (no POSSDOS support)
Drivers supported	UPOS 1.13.3 or higher (includes OLE for POS (OPOS) and JavaPOS)
Management tools	IBM Director RMA

Industry standards

System management	WfM 1.1 SMBIOS 2.3 PXE 2.0 WOL
Power management [§]	APM 1.2 Advanced Configuration and Power Interface (ACPI) 1.0 ACPI S3

Services

Limited warranty*	One year IBM on-site (350, E50) One year IBM Depot (35A, E5A)
ServicePac	One and two years are available
Service life	Up to seven years after withdrawal from market
Technical support ^{††}	Around-the-clock phone support (during warranty period, response times may vary; may exclude some holidays) and web-based help. Both depot and onsite service are available.

	IBM SurePorts	24 V USB	12 V USB	Powered RS-232 (9-pin)
Powered RS-232/USB mix (default)		1	1	3
All powered USB (option)		1	4	

For more information

To learn more about the IBM SurePOS 300 Series, please contact your IBM representative or IBM BP, or visit:

ibm.com/products/retail



IBM United Kingdom Limited

PO Box 41
North Harbour
Portsmouth
Hampshire
PO6 3AU
United Kingdom

IBM Ireland Limited

Oldbrook House
24-32 Pembroke Road
Dublin 4

IBM Ireland Limited registered in Ireland under company number 16226.

The IBM home page can be found at ibm.com

IBM, the IBM logo, ibm.com, ServicePac, SureMark, SurePoint and SurePOS are trademarks or registered trademarks of International Business Machines Corporation in the United States, other countries, or both. If these and other IBM trademarked terms are marked on their first occurrence in this information with a trademark symbol (® or ™), these symbols indicate U.S. registered or common law trademarks owned by IBM at the time this information was published. Such trademarks may also be registered or common law trademarks in other countries.

A current list of IBM trademarks is available on the web at 'Copyright and trademark information' at ibm.com/legal/copytrade.shtml

Intel and Celeron are trademarks or registered trademarks of Intel Corporation or its subsidiaries in the United States and other countries.

Linux is a registered trademark of Linus Torvalds in the United States, other countries, or both.

Microsoft and Windows are trademarks of Microsoft Corporation in the United States, other countries, or both.

Other company, product and service names may be trademarks, or service marks of others.

References in this publication to IBM products, programs or services do not imply that IBM intends to make these available in all countries in which IBM operates.

Any reference to an IBM product, program or service is not intended to imply that only IBM products, programs or services may be used. Any functionally equivalent product, program or service may be used instead.

This publication is for general guidance only. Information is subject to change without notice. Please contact your local IBM sales office or reseller for latest information on IBM products and services.

Photographs may show design models.

© Copyright IBM Corporation 2012



Please Recycle

¹Performance comparison to previous model 340.

²MB/GB equals one million/billion bytes when referring to storage capacity; accessibility may be less.

³The new IBM SurePOS 300 models deliver a 36.1% reduction in maximum power consumption compared to select withdrawn models. Turning on deep sleep for 12 hours should save an additional 47%.

*Memory supports both system and video. Accessible system memory will be the installed memory size less the amount defined for video.

†Not all peripherals are available in all countries. Please contact your local IBM representative for details.

‡Microsoft Embedded preload standard on E23, E43 and E84. On other models an operating system is not included but can be purchased separately.

§Power management functionality is device-dependent.

**Terms may vary by country. For a copy of the terms and conditions of IBM's Statement of Limited Warranty, please contact your IBM representative or reseller.

††Technical support response times may vary.