

Avery Berkel

Xm



XM400



XM100

touchscreen system scales

The XM redefines counter scales with

Communication and Innovation

The XM's 8 key, patented technologies are all aimed at maximising retailer profitability, through increasing sales or reducing costs.

On the outside, the wraparound design delivers substance with style, perfectly complimenting your retail counter styling.

Until now you have had to choose between a PC scale and a basic model.

But with the XM, extra comes as standard, so you don't have to compromise.

Xtra
profit made simple

CRS

Communication

Effective communication with your customers and staff is at the heart of every profitable counter operation.

Touch screen operation

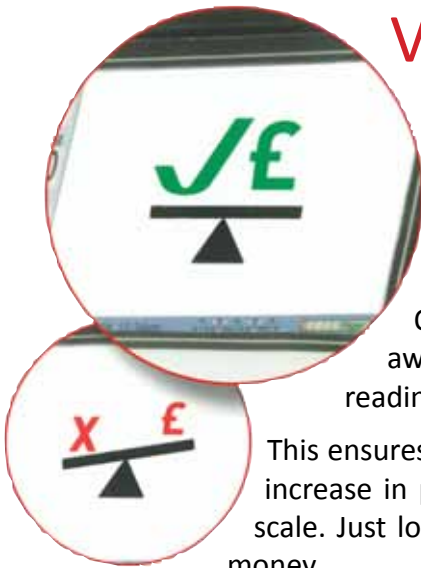
With its colour touch display, there's no need to memorise PLU numbers. Instead, an intuitive touch user interface provides fast, direct access to hundreds of products. Setup is really simple, with XM automatically generating keyboards containing the best-selling products, without any interaction from the vendor or back office. And, for those that prefer a traditional look and feel, there's the option of a double row of programmable keys.



Promotions and advertising

XM's colour display provides the ideal platform for effective, eye catching cross promotions and advertisements. Aimed directly at your customers, these are a great way to promote sales of added-value products and encourage visits to other counters or areas of the store. These on-screen promotions can run as animated text, pictures or videos – with the option of on-demand printing of coupons or recipes, helping you to encourage sales in that crucial time before your customers reach the checkouts. Importantly, displays can also be set to automatically deactivate after a set period of inactivity, reducing power used by 75%.

Valumax



Levelling scales is a tricky operation and often, they get moved, or fall out of level over time. Research has shown that on average, scales are 1.5° out of level, meaning that weights recorded are incorrect. The laws of physics dictate that this always results in lower prices being charged and reduces the retailer's profit.

Our unique, patented technology makes sure that you never give product away, by sensing the angle of tilt – then automatically correcting the weight reading.

This ensures you charge the right price every time. Viewed over the scale's lifetime, the increase in profit from ValuMax alone can be equivalent to the purchase price of the scale. Just look for the 'V' on the scale display and you'll know that XM is making you money.

Counter management and increased profitability

XM's Linux operating system and colour touch screen provide the ideal platform for a host of ranging and counter management solutions.

Functions include:

- ◆ Web browser for communication and training, via a secure intranet between counter specialists at head office and departmental staff.
- ◆ Local access to centrally-hosted training programs and videos on key subjects.
- ◆ Access to interactive, web-based applications from the scale, for example focusing on inventory management to improve ordering and reduce stock loss.
- ◆ Option for retailers to develop specific 'applets' to run directly on the scale.



Printing

Not only is the printer the fastest in the industry, for the first time in a scale it offers true greyscale printing. With the addition of images and logos, every label becomes an active part of your marketing message.

Other features include:

- ◆ Easy, high-quality label design without the need to rework graphics.
- ◆ Prints most barcode types, including S1 DataBar on labels up to 72 mm or 3 inches wide.
- ◆ Significant savings as the printer prints right to the edge – top to bottom and side to side – reducing label consumable costs dramatically.
- ◆ Single action label roll change – pre-loaded cassettes can be swapped in seconds during busy periods.



CodeChecker

Using proven and patented CodeChecker technology, XM monitors the wear level of the print head. This helps to eliminate unscannable barcodes and resulting checkout queues. The scale also warns staff of any potential problems, enabling prompt action to be taken before a print head fails. On the XM400 model, the upper display makes it easy to maintain eye contact with the customer. The XM410 and XM420 models also incorporate a receipt printer and use a cassette system that can work with linerless adhesive label rolls.



Scale Management, Data Integration and support

A profitable counter operation requires all scales to have the correct products and associated data. XM addresses this through a mix of automatic configuration, plus a range of software solutions to suit the needs of each customer.

MX500 is an enterprise level scale management system for creating and distributing scale data, media and setup information across estates of 10 to 10,000 scales.

For the smaller business, MX-sbt provides comprehensive scale data, label design and media management, with sales reporting via an interface to Microsoft Excel.

Remote Support, Asset Management and Email Alerts

Every scale will need maintenance during its lifetime. XM's internal diagnostic system pro-actively reports potential issues before they become critical, via email or SMS to your phone – helping you to resolve issues without calling a technician.

Combine XM with the new MX-Tool package and support or technical staff can connect with any scale, anywhere in your estate, providing full access to the user interface and intervention to correct the majority of issues.

Keeping track of assets can also be a major problem for many large organisations. MX-Tool software can scan for XM scales across your network, then interrogate the scale to reveal asset data, including model type, hardware status and software version.

XM600

XM-600 System printer

Has an integrated adjustable colour touch vendor display and cassette label/receipt printer in the base. Optional colour customer display and optional "connection pack" enabling connection to a remote platform or wrapper.

The XM-600 can be used as a "bakery printer" for standalone printing requirements, connected to a remote platform it can be used to weigh label where a higher capacity is required and it can also be used as a Pos/checkout terminal with a bar code scanner and cash drawer.



Key Features :

Memory:

128MB RAM, 256MB Flash, 2GB integrated SD Card – SDHC capable giving expansion possibility to 32GB.

Communications:

10/100Base T Ethernet as standard.

Optional 802.11b/g/l wireless communications.

Display:

Customer and Vendor: 7" active TFT WVGA.

Auto dimming power save.

Vendor touch screen: 5 wire resistive.

Interfaces:

4 x USB 2.0 High Speed.

Plug-in USB mass storage device support.

Printing:

Single action cassette system

Roll diameter: 120mm

Max. Roll width: 72mm

Max print width: 70mm

Max print length: 300mm

Print edge to edge, top to bottom and side to side on paper up to 70mm wide

CodeChecker print head diagnostics

Greyscale depth: 16 levels

Electronic paper level indicator

Operating system:

Linux

Weighing:

ValuMax automatic level correction system

Available to buy or rent with full maintenance cover.

All scales are supplied fully programmed and customised to your requirements.

About CRS-Ipswich

CRS is a family run business that has been supplying scales, cash registers & EPOS systems for over 35 years to businesses throughout Suffolk, North East Essex & South Norfolk.

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