

# Drugstore/Pharmacy Solutions

## Rethink & Reimagine the Drug/Pharmacy Experience

Harness the power of cardholder identification and smart design to drive deeper engagement with your customers while extending your brand's visual impact.

### CUSTOMER ENGAGEMENT

The Equinox family of modern solutions engages customers and extends a consistent customer experience wherever the interaction takes place: at the checkout, in the pharmacy and specialty departments, in the drive-through, or on the road.

Our integrated and mobile terminals support a variety of features essential for conducting business and promoting services throughout your store.

- Loyalty member identification
- Loyalty program enrollment
- Targeted marketing
- Gift card sales and reload
- Mobile app identification, redemption and reload
- HIPAA/Insurance compliance
- Line item purchase data
- Customer feedback/surveys

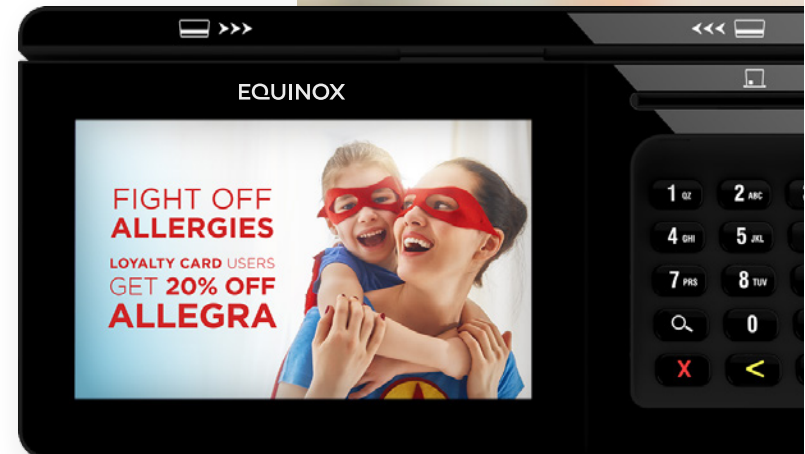
### TARGETED OFFERS

Use our solutions at all points of engagement to promote products and services to your customers.

- Loyalty program advertising
- Consumer goods advertising
- Drug company promotions
- Wellness tips
- Loyalty member specials
- Gift card promotions
- Mobile app awareness

# EQUINOX

[equinoxpayments.com](http://equinoxpayments.com) | 480.551.7800



# EQUINOX DRUG/PHARMACY SOLUTIONS



## LUXE™ 6200m

The 6200m modular solution combines a smartphone-sized base device with an attachable power/printer module and a choice of communications, including Bluetooth®Low Energy, WLAN, 4G LTE, cabled, and combinations of each. The result is an array of fixed and mobile applications—PIN pad, stand-alone/integrated terminal, wireless solution—suited for every engagement environment. Software applications can be leveraged across the Luxe 8500i and 6200m.



## LUXE™ 8500i

The Luxe 8500i integrated solution combines sleek, elegant design features with a smart and secure architecture that elevates the customer experience by turning the payment process into an engaging point of interaction that supports authentication, advertising and promotions, surveys, self-service applications, and more. Top-mounted card readers support magnetic-stripe, EMV and NFC contactless technology. It features a 5" high-definition touch display that supports pen and finger-based signature capture.



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LUXE  
6200m

LUXE  
8500i

POINT OF INTERACTION		
At the checkout	✓	✓
In the line	✓	
In pharmacy/specialty departments	✓	✓
In the drive-through	✓	
On the road	✓	
Self service	✓	✓
BUSINESS APPLICATION		
Customer identification: card/mobile	✓	✓
Loyalty member instant rewards	✓	✓
Customer surveys/feedback	✓	✓
Targeted advertising & promotions	✓	✓
Wellness tips	✓	✓
Loyalty program enrollment		✓
HIPAA/insurance compliance	✓	✓
Line item detail		✓

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