

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

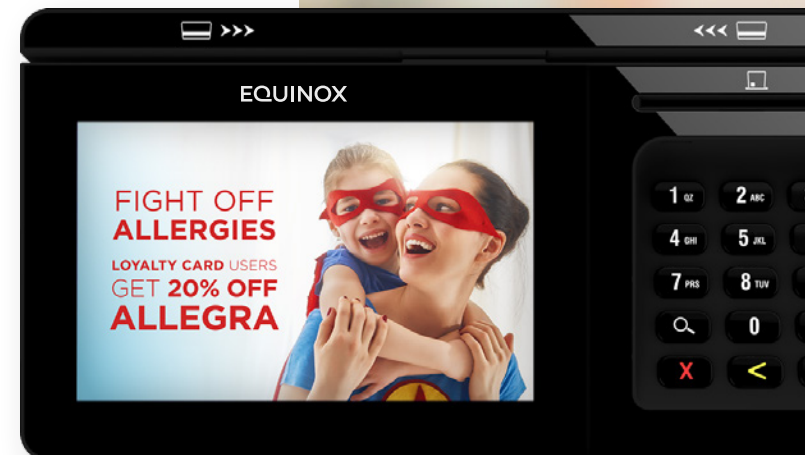
TARGETED OFFERS

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

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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 BLE, Wi-Fi, 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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