

# MULTILANE RETAIL SOLUTIONS

## Rethink & Reimagine the Multilane Retail Experience

Harness the power of 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, throughout the store, in the line, or on the road. Our integrated and mobile terminals support a variety of features essential for conducting business and promoting services across your enterprise.

- Loyalty member identification
- Loyalty program enrollment
- Targeted marketing
- Gift card sales and reload
- Mobile app ID, redemption & reload
- Line item purchase detail
- Product locator and price check
- Charitable donations
- 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
- Upcoming events
- Product cross-sells
- Loyalty member specials
- Gift card promotions
- Mobile app awareness



## EQUINOX MULTILANE RETAIL 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.



### LUXE™ 8700x

The Luxe 8700x elevates the customer experience with a sleek and enhanced design, including a crystal-clear display, and a large split screen to show running totals and payment prompts in any lighting. Pain points are reduced to make checkout even smoother, with finger-based signature capture, an intuitive card reader placement, and a bright, back-lit tactile keypad and large function keys.

## EQUINOX MULTILANE RETAIL SOLUTIONS

POINT OF INTERACTION	LUXE™ 6200M	LUXE™ 8500I	LUXE™ 8700X
At the checkout	✓	✓	✓
In the line	✓		
Throughout the store	✓		
On the road	✓		
Self service	✓	✓	

BUSINESS APPLICATION	LUXE™ 6200M	LUXE™ 8500I	LUXE™ 8700X
Customer identification: card/mobile	✓	✓	✓
Loyalty member instant rewards	✓	✓	✓
Customer surveys/feedback	✓	✓	✓
Targeted advertising & promotions	✓	✓	✓
Product suggestions/cross-sell		✓	✓
Loyalty program enrolment		✓	✓
Charitable donations	✓	✓	✓
Line item detail		✓	✓