

RETAILERS WANT MOBILE POS TO DRIVE SALES AND DELIVER ROI

The unique thing about **tablet** technology is that it brings the benefits of POS and enterprise applications to the customer instead of the other way around. This benefit not only increases the speed of service, but it adds convenience and a level of personal engagement that produces more delighted and loyal shoppers.

To meet customer demands, retailers are speeding up the pace of their traditional business models by doing more frequent store sets, creating unique shopping environments on sidewalks, and modifying prices, product assortments and signage on the fly.

When customers flood stores during the holiday rush, tablet-based POS devices like the **Posiflex** MT4008 can be used for line-busting and for price maintenance, a critical task that needs to be done quickly and accurately. And when unique merchandising setups require using floor space that traditional POS terminals might occupy, the MT4008 can move and operate in any location due to its mobility and small form factor.

Beyond processing transactions, retailers need a mobile POS device that is tough enough to withstand the hard knocks of daily use and have sufficient battery life to last through an eight-hour shift. The **MT4008** is light and easy to carry using a hand strap, and it is retail-hardened and designed to provide years of service. It comes equipped with

battery charging options in the docking station and a hot swappable pistol grip that enables 24-hour operation possible.

Also, the pistol grip helps convert the tablet into a versatile 2D scanning gun for use during inventory audits and back-office receiving. With these additional functions and battery charging options, the MT4008 can remain charged to perform a wide variety of tasks throughout a busy day.

Retailers are searching for ways to drive growth in their struggling stores and one way is to produce incremental revenue by capturing sales when products are out of stock. Mobile POS tablets enable associates to order an out-of-stock product from the distribution center or another store, which enables shoppers to leave the store knowing they will get the product they came in to buy.

Mobile POS tablets are also ideal for updating the bridal, baby shower and gift registry process that is important to many retailers. Instead of walking around the store with the bride and groom and writing down products on a piece of paper, the bride can now take a tablet with a pistol grip and scan the products she likes. Then the list can be easily reviewed and uploaded to the website for access by guests who will attend the wedding.

As a hybrid design that bridges the gap between fixed and mobile POS, the Windows-based MT4008 tablet POS provides retailers with a multi-function device that can boost sales, improve productivity and deliver results that generate ROI.



MT4008

An 8" tablet that can transform into a compact all-in-one POS terminal



ABOUT POSIFLEX

Since 1984 Posiflex has designed and manufactured POS terminal and peripheral devices. Over 30 patents and numerous awards have been won for product innovation, design and reliability in the hospitality and retail industry. Both tablets and touch screen terminals are produced in two ISO certified facilities, and undergo rigorous third party testing to assure maximum uptime.