



---

## Highlights

- Our innovative POS offered at a new low price—lower cost to own than a PC cash drawer<sup>1</sup>
  - Highly efficient performance and retail systems management help deliver quick ROI
  - Our smallest point-of-sale solution offers space-saving placement and remarkable versatility
  - Earth-friendly technology saves power, lowers heat and reduces noise while increasing reliability
- 

# IBM SurePOS 300 Series

*Save your budget. Save space. Save the planet*

Retailers know they cannot stand still. They must respond to the challenges of an ever tightening market where shoppers are being more discerning in their purchasing and buying anywhere it's convenient—online, television, direct mail catalogs, mega stores and boutiques. Retailers are seeking an optimum balance between managing costs and delivering high levels of service, all the while pursuing the benefits of “green” operations.

*Slash costs, optimize valuable checkout space and help save the planet with the advanced, low cost point-of-sale system from IBM*

## Profit-friendly, save your budget

The cost-effective IBM SurePOS™ 300 solution optimizes your POS investment and lowers total cost of ownership. It offers retail-hardened design for extended service life and is built on open standards for POS application and operating system choice. SurePorts options enable retailers to choose USB or RS232 so the solution works with legacy peripherals as well as the leading industry trends. The solution is also easy to manage and service with IBM Retail Systems Management (RMA) that helps monitor environmental variables and enables proactive maintenance. Easy tool-free access to the hard drive and power supply result in higher uptime and reduced IT service costs.



### **Empower your store, on-target data**

The IBM SurePOS 300 delivers the valuable information you need to maintain a successful operation. Unlike a PC cash drawer or electronic cash register, this advanced POS helps drive business, enabling retailers to collect valuable information with each transaction. POS data can be used for monitoring daily financial returns, inventory management, merchandise planning, supply chain management and loyalty programs. And, an IBM POS performs at a lower cost per customer than a PCCD, due to faster, more accurate service.<sup>1</sup> It's the same advanced technology employed by global retail brands, engineered and priced for the smaller retailer.

### **Save the planet, lower costs**

Retailers are able to reduce costs from substantial energy savings, more than ever before, while employing "green" technology. A new, highly efficient power supply and ultra low volt Intel® Celeron® mobile processor save 35 percent on energy. Plus IBM's innovative deep sleep<sup>2</sup> mode can save another 47 percent energy...reducing utility costs.

Deep sleep means that the system is in a low power mode and conserving almost as much energy as in the off state. Unlike powering down, deep sleep is much faster and more reliable to get your system up and running when it is needed again. RMA also supports the deep sleep state. This means the system can be turned off and back on remotely. For example, you can easily manage your system to go into deep sleep during slow periods during the day and resume as needed. Or after store closing you can set the systems to wake up in the morning before employees arrive. The greatest energy savings can be realized when the system is engaged in deep sleep for a minimum of 12 hours each day.

The IBM SurePOS 300 solution meets strict worldwide environmental directives and product end-of-life requirements to restrict hazardous materials. Manufacturing systems made with plastics and metal parts that are totally recyclable and providing only documentation required by law help reduce landfill waste. And now packaging materials are not only recyclable, but also made of 100 percent recycled post-consumer waste, including box inserts made of high-density polyethylene (HDPE).

### **Small footprint, big performance**

Less is more with the IBM SurePOS 300 system...less cost, less space, less energy. Our smallest POS is now 37 percent smaller—measuring just over 10 inches (257 mm) in length. This amazingly small footprint offers flexible space-saving placement and remarkable versatility. Distributed components are designed to work together and allow for ideal placement to enhance your store image. Storage options include hard drive upgrade to micro flash drive (MFD). And a front USB port makes CD, DVD or floppy attachment simple. The solution provides fast transactions to reduce wait times and enables customer loyalty programs and special promotions that help increase customer satisfaction and grow sales.

### **IBM knows retail**

IBM and the worldwide network of IBM Business Partners have specialized in face-to-face service and user-friendly technical support for retailers for more than 30 years. With 2.5 million POS terminals installed in over 100 countries, IBM is the global leader in point-of-sale. Retailers know they can depend on IBM technology and leadership.



IBM SurePOS 300 system with optional IBM modular CANPOS (Compact AlphaNumeric Point-of-Sale) keyboard, IBM SureMark single-station printer, IBM SurePoint 12" display

- |   |   |
|---|---|
| <ol style="list-style-type: none"> <li>1. Ultra low volt Intel Celeron M 373 processor provides energy-efficient performance</li> <li>2. Front and rear vents provide better airflow and allow passive cooling</li> <li>3. Built-in power management including support of deep sleep automation to help minimize energy consumption</li> <li>4. Remote management enables monitoring of environmental variable for proactive servicing and maintenance to eliminate downtime</li> <li>5. Color matched peripherals include the IBM SurePoint display, IBM SureMark printer, and modular keyboards (all optional)</li> </ol> | <ol style="list-style-type: none"> <li>6. Front access to USB port for easy device attachment</li> <li>7. Dual video display capability delivers a superior customer experience</li> <li>8. Selectable and upgradeable SurePorts enable retailers to use existing devices and connect customer or employee devices</li> <li>9. Ethernet 10/100 connectivity for fast Internet and store communications</li> <li>10. Tool-free access to key components helps reduce service time and cost</li> <li>11. 37 percent smaller footprint than previous models</li> </ol> |
|---|---|

---

**IBM SurePOS 300 Series at a glance**

---

Hardware	Models 340/34A/E40/E4A
Processor <sup>3</sup>	Intel ULV Celeron M 373 (1.0 GHz)
<b>Storage</b>	
Hard disk drive	160 G standard
Drive options	Internal 4 G MFD External FDD
Memory <sup>4</sup>	512 MB DDR2 memory (expandable to 2 GB)
<b>Connectivity</b>	
IBM SurePorts	See IBM SurePorts chart for a full description of IBM SurePorts and connectivity options.
PC USB ports	2 (back), 1 (front)
RS-232 ports	2
Cash Drawer	1
Powered RS-232 ports	1 (9-pin) (See IBM SurePorts chart for all connectivity options)
PS/2 keyboard/mouse	1/1
RJ45 Ethernet	10/100
Video	2 VGA
Audio line-in, microphone, line-out	back
Dimensions (W x D x H)	9.65" x 10.12" x 3.54" (245 mm x 257 mm x 90 mm)
Weight	10 lbs (4.53 kg)
Power consumption	80+ Efficient power supply
<b>Optional peripherals</b>	
Displays	<ul style="list-style-type: none"> <li>• IBM SurePoint™ Solution</li> <li>• Distributed 11-character display (AP Only)</li> <li>• Distributed 40-character displays</li> <li>• Distributed character graphics displays</li> </ul>
Printers	<ul style="list-style-type: none"> <li>• IBM SureMark™ Printers</li> <li>• Fiscal printers (ask your local representative for details)<sup>5</sup></li> </ul>
Keyboards	<ul style="list-style-type: none"> <li>• USB and PS/2 Modular keyboards (ANPOS, CANPOS, and 67-key)</li> </ul>
Cash drawers <sup>6</sup>	<ul style="list-style-type: none"> <li>• Compact</li> <li>• Value (AP Only)</li> <li>• Full-size</li> <li>• Flip-top</li> </ul>

---

**IBM SurePOS 300 Series at a glance**

---

**Software**

Operating systems supported <sup>78</sup>	<ul style="list-style-type: none"> <li>• Microsoft Windows Embedded for Point of Service V1.1 upgrade (Preload E40, E4A)</li> <li>• Microsoft Windows Embedded POSReady 2009</li> <li>• Microsoft Windows XP Professional Edition (SP3)</li> <li>• Microsoft Windows Vista Business Edition</li> <li>• IBM Retail Environment for SUSE Linux<sup>9</sup></li> <li>• DOS 2000</li> </ul>
Drivers supported	<ul style="list-style-type: none"> <li>• UPOS 1.9.6 or higher (includes OPOS and JavaPOS)</li> </ul>
Management tools	<ul style="list-style-type: none"> <li>• IBM Director</li> <li>• Remote Management Agent</li> </ul>

**Industry standards**

System management	<ul style="list-style-type: none"> <li>• WfM 1.1</li> <li>• SMBIOS 2.3</li> <li>• PXE 2.0</li> <li>• WOL</li> </ul>
Power management <sup>10</sup>	<ul style="list-style-type: none"> <li>• APM 1.2</li> <li>• ACPI 1.0</li> <li>• ACPI S3</li> </ul>

**Services**

Limited warranty <sup>11</sup>	<ul style="list-style-type: none"> <li>• 1 year IBM on-site (340, E40)</li> <li>• 1 year IBM Depot (34A, E4A)</li> </ul>
ServicePac®	<ul style="list-style-type: none"> <li>• One and two years are available</li> </ul>
Service life	<ul style="list-style-type: none"> <li>• Up to seven years after withdrawal from market</li> </ul>
Technical support <sup>12</sup>	<ul style="list-style-type: none"> <li>• 24x7 phone support (during warranty period, response times may vary; may exclude some holidays) and web-based help</li> <li>• Both depot and onsite service are available</li> </ul>

	<b>IBM SurePorts</b>	<b>24 V USB</b>	<b>24 V USB</b>	<b>Powered RS-232 (9-pin)</b>
Powered RS-232/USB mix (default)		1	1	3
All powered USB (option)		1	4	

## For more information

To learn more about the IBM SurePOS 300 Series and other IBM SurePOS solutions, contact your local IBM representative or visit [ibm.com/products/retail](http://ibm.com/products/retail)

Additionally, IBM Global Financing can tailor financing solutions to your specific IT needs. For more information on great rates, flexible payment plans and loans, asset buyback and disposal visit: [ibm.com/financing](http://ibm.com/financing)



© Copyright IBM Corporation 2011

IBM Retail Store Solutions  
P.O. Box 12195  
3039 Cornwallis Road  
Research Triangle Park, NC 27709  
U.S.A.

Produced in the United States of America  
October 2011

IBM, the IBM logo, [ibm.com](http://ibm.com), SurePOS, SureMark, SurePoint and ServicePac are trademarks or registered trademarks of International Business Machines Corporation in the United States, other countries, or both. If these and other IBM trademarked terms are marked on their first occurrence in this information with a trademark symbol (® or ™), these symbols indicate U.S. registered or common law trademarks owned by IBM at the time this information was published. Such trademarks may also be registered or common law trademarks in other countries. A current list of IBM trademarks is available on the web at "Copyright and trademark information" at [ibm.com/legal/copytrade.shtml](http://ibm.com/legal/copytrade.shtml)

Intel and Celeron are registered trademarks of Intel Corporation in the United States, other countries, or both.

JavaPOS and all Java-based trademarks and logos are trademarks or registered trademarks of Oracle and/or its affiliates.

Linux is a registered trademark of Linus Torvalds in the United States, other countries, or both.

Microsoft and Windows are trademarks or registered trademarks of Microsoft Corporation in the United States, other countries or both.

IBM assumes no responsibility or liability for any use of the information contained herein. Nothing in this document shall operate as an express or implied license or indemnity under the intellectual property rights of IBM or third parties.

References in this publication to IBM products or services do not imply that IBM intends to make them available in all countries in which IBM operates. Copying or downloading the images contained in this document is expressly prohibited without the written consent of IBM. Any proposed use of claims in these materials outside of the United States must be reviewed by local IBM country counsel prior to such use. All statements regarding IBM's future direction and intent are subject to change or withdrawal without notice, and represent goals and objectives only.

Other product, company or service names may be trademarks or service marks of others.

The IBM home page on the Internet can be found at [ibm.com](http://ibm.com).



Please Recycle

<sup>1</sup> IDC: "Total Cost of Ownership for Point-of-Sale and PC Cash Drawer Solutions: A Comparative Analysis of Retail Checkout Environments, 2008 Update"

<sup>2</sup> Deep sleep power state is defined as "suspend to RAM" (random access memory) (meaning the power supply is in a reduced power mode). The system appears off; the CPU has no power; RAM is in slow refresh.

<sup>3</sup> MHz/GHz only measures microprocessor internal clock speed; many factors affect application performance.

<sup>4</sup> Memory supports both system and video. Accessible system memory will be the installed memory size less the amount defined for video.

<sup>5</sup> Only available in some countries. Ask your IBM representative for details.

<sup>6</sup> Cash drawer connects through an IBM SureMark Printer, which must be purchased separately.

<sup>7</sup> With the exception of model W2H, an operating system is not included and can be purchased separately.

<sup>8</sup> IBM will provide hardware support for customers who create unique Windows XP Embedded images. Field problems for XP Embedded will need to be recreated under Windows XP Professional.

<sup>9</sup> See website for version and limitations.

<sup>10</sup> No battery option available.

<sup>11</sup> For a copy of terms and conditions of IBM's Statement of Limited Warranty, please contact your local IBM representative or reseller.

<sup>12</sup> Geography dependent