



ML-780

ML-780 meets your needs at the retailing point of sale - reliably, sensibly, affordably



MAIN FEATURES

- Scanning with a choice of flatbed, presentation or hand-held scanners
- Barcode 'Learning'
- Easy Product Name/Price Change (across the network)
- Simple built-in Inventory with Re-Order Levels (no PC needed) or full stock control via Geller back office software
- Mix and Match/Multi Buy promotions with programmable start and end dates
- Low Order Warning
- Reports for stand alone systems include Best/Worst Sellers and Re-order by Supplier
- Up to 70,000 Price Look Ups according to programme set-up and memory options
- Scroll Back, Error Correct and/or Void
- High Amount Lock Out
- Operator Interrupt (several customers can be served concurrently)
- Customer Hold to allow customer queries and avoid queue build up
- Floating Operator (sales can be started on one ML-780 and finalised on another)
- One-Touch Management Report Buttons (Up to 8 Reports per button)
- Real Time Reporting via the Internet
- Credit Accounts
- Euro and foreign currencies
- Management control of security sensitive operations
- Scrolling advertising message on customer display between sales
- Entry of products such as cigarettes and alcohol can enforce request for customer's date of birth
- Up to 32 ML-780s can be linked to each other by Ethernet
- Graphic logo
- Electronic journal records all transactions

HARDWARE FEATURES

- Multi-Line Operator Screen
- 2-Line Customer Display
- Choice of Flat or Raised Button Keyboard
- Heavy-duty 58 mm Thermal Printer
- 4 RS232 Ports
- Ethernet Port
- PC Keyboard Port
- Parallel Port for 80 Column Printer
- Multi Cash Drawer Port
- PCMCIA Port for Flash Card Programme Loader
- Integral back up battery protects memory 30+ days

HARDWARE OPTIONS

- Barcode Scanners
- Up to 4 Cash Drawers
- Magnetic Operator Touch Keys
- In House Account Card Reader
- Remote Printers
- PC Keyboard (to assist programming)



INNOVATION THROUGH EXPERIENCE

ML-780 - the key to successful retailing

Designed specifically for today's demanding requirements - but with your future needs in mind - ML-780 provides the essential information and control needed by retail management.

ML-780 can operate as a powerful, stand-alone system, with or without scanning, or as part of a sophisticated PC linked stock control system.

Whether the requirement is for a single store or a multi-site retailer, ML-780 benefits all the key people who matter to your business.

The customer

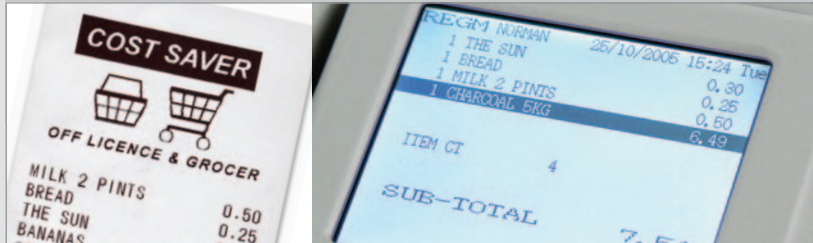
is served rapidly and receives a fully descriptive receipt, clearly detailing purchases. In the event of a customer query part way through a sale, the transaction can be stored, other customers served and the transaction completed when the query is resolved.

Staff

work accurately and speedily, aided by the multi-line screen and intelligent chassis system that permits ergonomic siting of cash drawer, scanners and other peripherals to minimise operator fatigue.

Management

gains the cost-cutting advantages of built-in stock control at the point of sale, increased security and informative reports tailored to meet individual needs.



Protecting your investment - your now and future ML-780

ML-780 is ruggedly built and designed for long life as a high-specification point of sale terminal for retailers.

ML-780 is not a PC product, so there are no hard drives or fans to wear out, it does not need to be re-booted if power is disconnected - and nobody can send it a virus.

PC-based terminals at the point of sale need third party operating systems - such as Windows - to make them work; when their software is updated they often require new, more powerful hardware. ML-780's operating system is held securely in flash memory - just as hi-tech as PC technology but much more reliable.

New features can be loaded retrospectively to keep your ML-780 up to date with latest ideas and retail market trends without the need to upgrade the hardware.

With ML-780s inherent solid-state reliability at your points of sale, you can be sure that its life will be longer and your on-site and hotline support costs will be much lower than for a similar PC-based product.



TAILOR-MADE SOLUTIONS FOR YOUR RETAIL NEEDS TODAY AND TOMORROW



QUICKER, EASIER SERVICE

The multi-line screen makes serving easy

The display screen can be tilted and contrast adjusted to avoid glare and reflection.

Descriptive customer display

The fully adjustable 2-line alphanumeric customer display shows purchases as they are entered and can be viewed by the customer from the rear or either side. An advertising message can scroll across the display between sales.

This display can be integrated within the ML-780 or sited remotely for easy supervision

Silent, fast, thermal printing

The heavy-duty 16 digit alphanumeric printer produces 58 mm receipts at a speedy 13 lines per second. Your company logo or special design can print on each receipt. With no ribbon to replace or fade, receipts of the same exceptional clarity are produced every time.

Scale link for accurate, speedy service of weighed items

ML-780 can operate in conjunction with the Oz scale. Items weighed on the scale are automatically priced and registered on the ML-780.

You can choose to have preset buttons on ML-780's keyboard for weighable items - say, apples. Pressing the 'apples' button displays the different types of apple on the multi-line screen. Cursor to the item being weighed and the price and weight appear in the display and on the receipt and audit roll.



Approved by the Trading Standards Office, the Oz scale is supplied with a flat plate or a scoop. Weighing capacity is a choice of 15 kg x 5 gm or 6 kg x 2 gm.

Multi buy/Mix and Match

Items can be discounted when a certain quantity is bought. These items can be entered or scanned in any order and the discount deducted automatically when the correct quantity is reached. Mixed item promotional offers can be created - such as 3 for the price of 2 or buy 1 get 1 free.

Training Mode

Allows operator training at any time during the working day under manager control.

Bar Code 'Learning'

ML-780 operates with all types of industry standard bar code scanners - hand-held, presentation or flatbed.

When items not on the system are scanned for the first time, ML-780 'learns' the barcode, requests entry of the price and stores the information for future recognition.

Stand-alone scanning with built-in stock control

Where there are simple stock control requirements, ML-780 can be a complete stand-alone system. Ideal for retailers who want the benefits of a scanning system like those used by major retailers but without the cost and sophistication of a PC-based system.

Inter-register communication

Where there are several sales points, ML-780s can link to each other. Information - for example, bar codes or price changes - entered onto one ML-780 are sent automatically to the other ML-780s in the system. In the other direction, sales data from all the ML-780s in the business can be consolidated onto one ML-780 for easy management reporting.

Scanning with back office stock control

Your system's flexibility and power can be increased by linking the ML-780s at the points of sale to a back office PC that can be in-house or located remotely.

Two simple to use software packages have been specifically developed to increase the performance and power of the ML-780 system.

Geller Sales and Management Software

David Sales Manager designs and prints your keyboard layouts. It controls all aspects of programming and enables you very simply to change prices and product names. *David* collects and consolidates trading information from all ML-780 terminals in the business (in-house or at remote sites) and presents it in easy-to-read reports for management.

David can be programmed to send messages via email or as text messages to mobile telephones. For example, messages could be an end of day sales report or security 'alerts' when, for example, 'No Sales', 'Voids', or 'Discounts' reach a specified number or value.

Geller Stock Control Software

Single or multi-site, *Superstock Retailing Software* is widely used where full inventory control and purchase ordering are required. Powerful management reporting, customised to your needs, improved margin control and reduced operating costs are just a few of *Superstock's* many benefits.

Real time management information via Internet

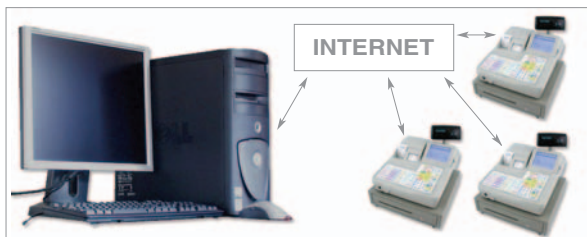
If you have broadband, you can access management information from all the ML-780s in your business - in-house or at remote sites - from anywhere in the world.

Data from ML-780's electronic journal can be posted via the Internet in real time to your home/head office PC. From your PC, you can watch sales being made, as they happen, on any ML-780 in your business.

Polling the sales information across the Internet from all your ML-780 terminals, wherever they are sited, is extremely fast. If required, this information can be imported into your existing software using industry standard ASCII format.

It's a 2-way thing

Internet communication is 2-way, so price and product changes can speedily be sent from your home/head office PC to all your ML-780 terminals at the points of sale.



ML-780s can communicate with head office in real time over the Internet.

Your credit card customers are served efficiently

ML-780 has an approved link for Electronic Funds Transfer (EFT), complete with Chip and PIN facility.

Reward your customers' loyalty and keep them coming back

You can offer your customers account cards that can be swiped through ML-780s integral magnetic card reader.

Cards can be prepaid...

A monetary value can be allocated against the card account number - either via the ML-780 or a back office PC. Cards can have credit limits and allow discounts by product or amount. Customers' purchases are automatically debited when the card is swiped. To encourage pre-payment, up to six different discounts can be applied to your product range and triggered automatically when cards are swiped. Customers can top up their cards even during a purchasing transaction.

...or paid on account

Alternatively, purchase amounts can be accumulated against customers' card accounts and a report printed by the ML-780 or back office PC - say monthly - so that invoices can be sent to your customers.

Reduce queries from your account customers

Customer account data can be printed on an hourly/daily basis. Goods and services can be itemised daily with each day broken down into time slots of one hour. Your account customers can see exactly what they bought each day and what time they bought it.



When the EFT/Chip and PIN device accepts the customer's credit card, the ML-780 is authorised to finalise the sale. ML-780 issues a receipt incorporating the value and sale number of the EFT device and the receipt from the EFT device shows the corresponding sale number from the ML-780.



Your dealer can download updates from the Geller website and install them via ML-780s integral flash card slot.



AUTHORISED SALES AND SERVICE DEALER



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