

# RETAIL BLADE™



DigiPoS Systems Is Proud to  
Introduce a Disruptive Technology  
Exclusively for the Retail POS Market....

Go ahead, compare it... we DARE you!

"In retail, it's all about getting more from less. Retail Blade genuinely represents the kind of thinking that drives cost of ownership down while extending the life of POS investments. It's about time that retailers got more options; more flexibility and the benefits of blade technologies that reach beyond the data center and out to the point of sale."

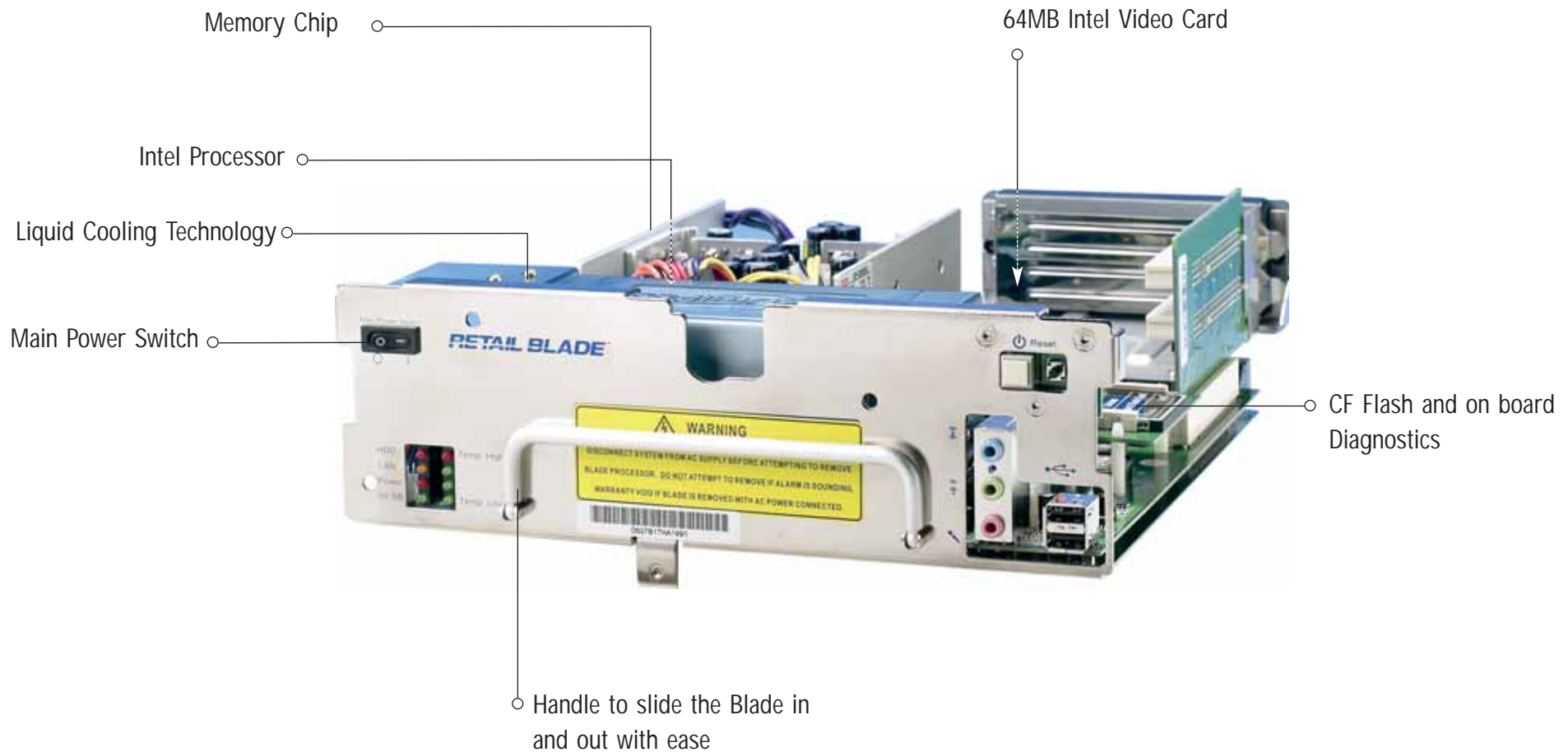
- Robert Marano of the Advanced Technology Group at PricewaterhouseCoopers

# ***RETAIL BLADE™***

## **The Host**



# RETAIL BLADE™



## MICROSOFT Announces DigiPoS as the 2005 Winner of the Global Technology Innovation Award

The 2005 Microsoft Partner Program Awards recognized Microsoft Partners that developed and delivered exceptional Microsoft - based solutions over the past year.

With nearly 2000 entries submitted from around the globe, Microsoft announced DigiPoS Systems' Retail Blade as their choice for their 2005 Global Technology Innovation Award, Global Partner of the Year.

*"The past year has been unparalleled in terms of the level of innovative solutions Microsoft Partners have developed and delivered to our mutual customers,"* said Allison Watson, vice president of the Worldwide Partner Sales and Marketing Group at Microsoft.

*"Those at DigiPoS Systems have set themselves apart from an extremely competitive field, and we applaud them for this well-deserved victory. Their achievement is exemplary of the kind of vision that will help take us beyond the solutions of today to realize the full potential of technology in business."*



DigiPoS Systems Retail Blade™ is the ONLY electronic point of sale platform that enables customers to maintain compatibility, configurations and installations while extending the performing life of their POS investments....

*Beyond a Full Decade.*

DigiPoS Systems Retail Blade™ challenges all competitors to measure up in extended life cycle, flexibility, openness, power management, ruggedized construction, and self service designs that quantifiably deliver the lowest total cost of ownership and highest ROI.

DigiPoS Systems Retail Blade™ delivers an entire family of innovative POS systems for every budget and performance requirement, and allows for upgrades without destroying your original investment!

DigiPoS Systems Retail Blade™ Simply Delivers Savings...  
Simply.





# Retail Blade™ Host

## The Foundation

### THE RETAIL BLADE® HOST

is the foundation of the Retail Blade® solution which carries all blade versions now, and in the future. Once the compact footprint is installed, the Retail Blade™ Host is the static source for:

#### >> Clever Connectivity

The Retail Blade™ Host employs innovative connectivity to simplify and reduce/eliminate completely the tangle of wires that have to be traced, moved, disconnected and reconnected. Simply connect once.

#### >> Intelligent Power Management

The Retail Blade™ Host goes further to reduce the number of cables needed by providing power to peripherals connected to the Retail Blade™ solution with switchable (OFF/5V/12V/24V) serial and USB ports. No more hunting for little fuses to replace. All ports have solid state automatic resetting polyswitched fuses. Simple switches.

#### >> Remote Real Time Diagnostics

The Retail Blade™ Host provides for systems configured with the compact flash feature the ability to utilize the DigiPoS Systems innovative remote monitoring and diagnostics tool. The diagnostics will enable central IT personnel to establish the current state of the POS and the connected peripherals. Graphical user interface provides alerts and warnings for intermittent and redundant faults to enable proactive maintenance calls when most convenient for you. Simple service at your convenience.

#### >> Five Stage Proactive Heat Management

The DigiPoS Systems Retail Blade™ Host provides proactive automated actions if the Retail Blade™ system begins to heat up. At each of five stages, the unit automatically reacts to rises in system temperature and provides you with alerts that the system temperature is rising. Fan speeds are managed to increase heat dispersement across a water cooled heat sink to ensure that the effects of temperature will be minimized. Safe and simple.

#### >> Rackable HDD and CD-ROM

The DigiPoS Systems Retail Blade™ Host also delivers a simple solution for hard disk failures. The Host enables authorized in-store personnel to access, remove and replace the hard drive from the front of the key locked system face. Additionally, application patches, upgrades and/or changes that cannot be easily distributed across networks can be swapped out by authorized in-store personnel for ghosted hard drives, making deployments of these changes fast, easy, and simple.

#### >> Easy In-Store Self-Service Backplane

No matter which DigiPoS Retail Blade™ solution suits your unique needs, the Retail Blade™ Host backplane allows your blade to be removed, replaced, and/or upgraded by authorized in-store, non-technical personnel. This eliminates the need to wait for a technician to show up, or to take the system - and all those connections, wires, power cords and peripherals to be untangled, boxed and shipped. Self service "ability" made simple.

Retail Blade™ Host : The Foundation

Retail Blade™ 1: Value

Retail Blade™ 2: Mainstream

Retail Blade™ 3: Performance

Retail Blade™ 4: Workstation

Retail Blade™ 5: Server

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# RETAIL BLADE™



## Retail Blade™ Host: Specifications

*The foundation of the Retail Blade technology*



Serial Ports	COM1, COM2, COM3, COM4 on board IRQ Selector by BIOS setup (Jumper-less) DC 0 / 5 / 12 / 24v output on pin 9 by jumper selector
USB Ports	Four Powered USB 2.0 Ports (1 x 24v, 2 x 12v, 1 x 5v) Each output voltage protected using POLYFUSE® technology 2 x Easy access covered front USB ports
System Chip Set	North Bridge - Intel® 865GV South Bridge - Intel® ICH5
Floppy Disk	Optional external USB device
CD-ROM	Slim 24x CD-ROM / CD RW / DVD*
Enhanced PCI IDE	On board PCI bus master IDE1/2 Ultra DMA 66/100/133 support
Serial ATA Port	2 x S-ATA Hard Disks
Expansion Slots	2 x PCI
Cash Drawer Ports	2 x RJ12 Cash drawer ports with status sensor
Ethernet	Intel® 82861 Ethernet connection standard RJ45
Audio ports	AC97 CODEC on board with Line In/ Line Out / MIC In
Keyboard/Mouse	PS/2
Graphics Output	VGA CRT 15 Pin D-Sub connector
Parallel Port	25 Pin D-Sub connector
LCD Power Out	2 x 12v DC dipole
Dimensions	293mm(W) x 315mm(L) x 116mm(H)

\* Not available on the RB1 - "Value" blade option





## Retail Blade™ 1: The Value Solution

>> The entry Retail Blade™ solution for specialty and lower volume retailers who want to ensure that there are numerous growth and scalability options. The retailer with fewer POS installations that require each and every one to have the highest availability and easiest serviceability.

*Retailers can place the precise level of performance needed - right where it is needed - and if requirements change, the Retail Blade™ simply addresses the changing requirements.*

*Now that's simply smart!*

- RETAIL BLADE™** Retail Blade™ 1: Value
- RETAIL BLADE™** Retail Blade™ 2: Mainstream
- RETAIL BLADE™** Retail Blade™ 3: Performance
- RETAIL BLADE™** Retail Blade™ 4: Workstation
- RETAIL BLADE™** Retail Blade™ 5: Server



# RETAIL BLADE™



## Retail Blade™ 1: Specifications

*Entry level performance with all the benefits of Retail Blade technology*



CPU	Intel® Celeron 2.0GHz, Socket 478
Main Memory	184 Pin DDRAM x 2 slots up to 2GB (266 MHz)
System Chip Set	North Bridge - Intel® 865GV South Bridge - Intel® ICH5
BIOS	Award BIOS With Enhanced ACPI 1.0 / PnP / APM / DMI / ESCD / PCI bus 2.1 / OnNow / DRAM ECC
Graphics	Intel® 865GV AGP up to 64MB using Intel® Extreme 2
Power On / Off Control	System side Remote Power On / ATX Trigger Control
Power Control	24v DC to ATX Power Inverter
Hard Disk	40GB EIDE 7200RPM





## Retail Blade™ 2: The Mainstream Solution

>> The Retail Blade™ solution for multichannel and higher volume retailers with a need for high performance on the counter top. A future proofing approach to current needs and confidence that small simple changes are possible to have your POS capability grow with a retailer's unique needs.

*Retailers can place the precise level of performance needed - right where it is needed - and if requirements change, the Retail Blade™ simply addresses the changing requirements.*

*Now that's simply smart!*

**RETAIL BLADE™**

RETAIL BLADE™ 2: Mainstream

RETAIL BLADE™ 3: Performance

RETAIL BLADE™ 4: Workstation

RETAIL BLADE™ 5: Server



# RETAIL BLADE™



## Retail Blade™ 2: Specifications

*Mainstream performance and functionality coupled with the advantages of Retail Blade technology*



CPU	Intel® Celeron 2.4GHz, Socket 478
Main Memory	184 Pin DDRAM x 2 slots up to 2GB (333 MHz)
System Chip Set	North Bridge - Intel® 865GV South Bridge - Intel® ICH5
BIOS	Award BIOS With Enhanced ACPI 1.0 / PnP / APM / DMI / ESCD / PCI bus 2.1 / OnNow / DRAM ECC
Graphics	Intel® 865GV AGP up to 64MB using Intel® Extreme 2
Power On / Off Control	System side Remote Power On / ATX Trigger Control
Power Control	24v DC to ATX Power Inverter
Compact Flash	Bootable Compact Flash Card (Type I/II) on daughter board
Hard Disk	40GB EIDE 7200RPM
Diagnostics	On-board DigiPoS Diagnostics Software



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## Retail Blade™ 3

The Performance Solution

>> The Retail Blade™ for sophisticated retailers who desire high performance to support complex multi channel highest volume environments. Growing retailers who appreciate the need for the most flexibility will appreciate the number of options for mixed implementations.

*Retailers can place the precise level of performance needed - right where it is needed - and if requirements change, the Retail Blade™ simply addresses the changing requirements.*

*Now that's simply smart!*

**RETAIL BLADE™**

RETAIL BLADE™ 3: Performance

RETAIL BLADE™ 4: Workstation

RETAIL BLADE™ 5: Server



# RETAIL BLADE™

## Retail Blade™ 3: Specifications

*High End PoS client performance with the unique advantages of the Retail Blade Host*



CPU	Intel® P4 2.4GHz, Socket 478
Main Memory	184 Pin DDRAM x 2 slots up to 2GB (400 MHz)
System Chip Set	North Bridge - Intel® 865GV South Bridge - Intel® ICH5
BIOS	Award BIOS With Enhanced ACPI 1.0 / PnP / APM / DMI / ESCD / PCI bus 2.1 / OnNow / DRAM ECC
Graphics	Intel® 865GV AGP up to 64MB using Intel® Extreme 2
Power On / Off Control	System side Remote Power On / ATX Trigger Control
Power Control	24v DC to ATX Power Inverter
Compact Flash	Bootable Compact Flash Card (Type I/II) on daughter board
Hard Disk	40GB EIDE 7200RPM or 80GB S-ATA 7200RPM (option)
Diagnostics	On-board DigiPoS Diagnostics Software





## Retail Blade™ 4: The Workstation

>> The highest performing Retail Blade™ with an open technology road map providing access to future enhancements when introduced to the industry. The complex retailer who is placing more of the store management applications out onto the counters will appreciate support for video, DVD/CD-ROM, and numerous other functions.

*Retailers can place the precise level of performance needed - right where it is needed - and if requirements change, the Retail Blade™ simply addresses the changing requirements.*

*Now that's simply smart!*

**RETAIL BLADE™**

RETAIL BLADE™ 4: Workstation

RETAIL BLADE™ 5: Server

RETAIL BLADE™

RETAIL BLADE™



# RETAIL BLADE™



## Retail Blade™ 4: Specifications

*The highest performance available in a Retail specific PoS Workstation*



CPU	Intel® P4 2.8GHz, Socket 478
Main Memory	184 Pin DDRAM x 2 slots up to 2GB (400 MHz)
System Chip Set	North Bridge - Intel® 865GV South Bridge - Intel® ICH5
BIOS	Award BIOS With Enhanced ACPI 1.0 / PnP / APM / DMI / ESCD / PCI bus 2.1 / OnNow / DRAM ECC
Graphics	Intel® 865GV AGP up to 64MB using Intel® Extreme 2
Power On / Off Control	System side Remote Power On / ATX Trigger Control
Power Control	24v DC to ATX Power Inverter
Compact Flash	Bootable Compact Flash Card (Type I/II) on daughter board
Hard Disk	80GB S-ATA 7200RPM
Diagnostics	On-board DigiPoS Diagnostics Software



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# DigiPoS Systems Group

Your unique needs are our product requirements. At DigiPoS Systems, our research and development is driven by what our customers tell us they want. Just like you, we recognize if we stop giving our customers what they want, they stop being our customers. Rely on the only global POS systems provider who exclusively serves the retail market. We don't do anything else. We're simply the best at what we do.

DigiPoS Systems, part of the International Retail Solutions Group, is a retail POS designer and manufacturer of innovative solutions for the retail industry. With over 120,000 systems installed in over 16 countries - in just over 10 years - the global markets are voting with their wallets and DigiPoS Systems is a name you simply won't soon forget.





# Our Customers

Adams	Circuit City	Hobbs	Merkur	Roches
Aer Rianta	Claire's	Jessops	Mothercare	Russell & Bromley
Alddis	Contractors Warehouse	Jigsaw	NEXT	Schuh
Awear	Debenhams	K's Merchandise	Nocibø	Spar
B Wise	Defi Mode	Kerr Drug	Oasis	SSG
Beaverbrooks	DKNY/Fossils/Skechers	Klix	OK Foods	Swarovski
Benny's	ecco shoes	Kurt Geiger	Paul Smith	Ted Baker
Bewise	English Heritage	Laura Canada	Peacocks	TGI Fridays
Bliss	Escada	Laura Secord	Pets at Home	The Co-operative Group
Bose	Estøe Lauder	Liberty	Pharmatechnik	Virgin Mobile
Brown Thomas	Expert	Little Chef	Phase 8	Vision Express
Cache Cache	Fat Face	Londis	Pretty Girl	Vodacom
Canal Walk	Fenwick	Liquidation World	Primark	Value Drug Mart
Caviar House	Granada Retail	Mackays	Rangers Football Club	Warner Brothers
CBS	Harvey Nichols	Madame Tussauds	RCC Western	WHSmith
Celtic Football Club	Harrods	Majestic Wine	River Island	Yates

# RETAIL BLADE™

## The Backplane (Connectivity)



# Our Foundation

When the company was established in the early 90's, it was apparent that hardware was fast becoming the poor relation to the more exotic world of software development. The lack of focus on truly open Point of Sale products was leading to a 'me too' systems environment which created precious little added value for the Retail channel resellers. It was further apparent that most mainstream PoS manufacturing design was far too constrained, since it failed to exploit best practice synergies that were well established in the broader computing technology sector. This constraint led in turn to PoS designers adopting a closed system strategy that focused on methods to lock in retailers at the hardware level whilst simultaneously competing with independent vendors in the rapidly emerging software development businesses. My vision was then to develop a global business that was totally committed to providing open PoS systems that preserved the long-term value of retail technology for developers and Retailers alike.

Almost 10 years after setting these goals, the DigiPoS Systems Group now represents an exceptional testament to those beliefs. Today, we continue to see the enduring benefits enjoyed by retailers who are using and evolving our open technology DigiPoS platforms across a diverse range of demanding Retail systems environments. Features such as IP based diagnostics and PoS specific power management, ensure that our systems really are built to last and meet the criteria of 'Retail by design'.

I truly believe that this unprecedented success is a direct reflection of the customer driven demand for innovative solutions and superior service. Exceeding this demand for excellence has always been the goal of our dedicated and experienced international team and our growth has been founded on our ability to offer these benefits to retailers across the globe.

We are continuing to deliver our vision by ensuring that our company, products and services, continue to exceed market expectations. From the outset we have been, and will remain, technology experts operating solely in the store systems business. This strategy ensures that other market sector interests do not dilute our organizational IQ and knowledge base. Our determination to remain a Retail only focused group has now distinguished DSG as one of the leading specialist suppliers in the PoS market worldwide.

Our future goal is to deliver the benefits of emerging technology such as RFID, Biometrics and Wireless PoS by continued investment in leading edge design. This coupled with the solid experience of our team of over 300 staff and more than 1500 specialist resellers, will ensure we continue to provide an environment of confidence and surety in our products and in our business. Our simple aim is to provide our partners with Retail systems that have a low cost of ownership, but without sacrificing quality or functionality.

If you are an existing client of our group, I thank you for your loyalty and support, if you are newly introduced to our business, I urge you to engage our specific country management team and challenge them to exceed your own expectations. You will find a wealth of local knowledge of your particular Retail sector and you can rely upon the fact that your business can call upon an international support team that is unrivalled in the Retail market today.



Graham Worsfold  
Founder

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