

TOSHIBA



TCX[™] DISPLAY

Delivering intuitive multi-touch interfaces for both retail associates and customers

Elevate the customer shopping experience with Toshiba's wide range of premium retail-hardened display solutions

For the consumer ... fast, accurate checkouts with richer, more relevant customer interaction possibilities right at the POS during checkout

Your customers are everywhere, but today's consumer is much more powerful than ever before. With the rapid adoption of smartphones, consumers are more knowledgeable, and expect near limitless access to a full spectrum of information, products and services available to them online anytime and anywhere. Today's consumers are also tech-savvy, and have the ability to transcend channel barriers – leveraging all of the touch-points retailers make available to them, consumers now aggregate all of these connections, in many cases into a single shopping journey. They are the embodiment of the new and improved customer.



And as they evolve...so do their expectations on Retailers. Consumers now expect a more fluid experience across multiple channels – they may start an order in one channel, continue or modify it in another and then complete the transaction in yet another channel. While this is most common with online orders and more recently in the mobile space, where many retailers lag behind is in the store infrastructure.

Toshiba's family of TCxDisplays give retailers a simple, yet innovative way to create a unique and differentiated experience for their customers, empowering retailers to impact the consumer experience today. In customer-facing applications, touch displays from Toshiba help associates minimize wait time with speedy, accurate checkouts. Shoppers can benefit from a much more immersive engagement – such as scrolling through receipts, accessing loyalty account information or even respond to store promotions. When deployed as a customer-facing touch display, retailers can also introduce new profit-generating services at the point-of-sale that drive basket size – such as warranties and service contracts or third-party offers like stamps, lottery tickets or charitable donations generate incremental revenue—all while improving customer satisfaction, building trust and making your store a favorite place to shop.

For the employee ... high user familiarity and comfort means less training time and less stress

The multi-touch technology found in Toshiba's TCxDisplays is engineered to optimize usability for store associates in any store environment. Leveraging the same PCap touch technology found in today's most popular consumer electronic devices ensures dramatically reduced training time and enhanced productivity – boosting associate's confidence and reducing errors.

Intuitive touch interfaces speed employee training and increase accuracy

Robust projected capacitance (PCap) touchscreens never need recalibrating and offer the most flexibility for various input devices—from a bare finger or stylus to a credit card or gloved hands—dramatically speeding transactions. Toshiba's retail-optimized 15.6" widescreen (16:9) and 15.0" standard (4:3) touch displays feature class-leading glare performance, and are completely sealed – designed to excel in high-performance, demanding and sometimes hazardous retail environments.

Toshiba's projected capacitance technology results in thinner, lighter and more responsive displays than other touch technologies. Furthermore, PCap displays also allow for fewer design and manufacturing constraints, such as a traditional "bezel." Features such as integrated forward-facing speakers offer tactile and auditory feedback during transactions helping associates avoid unnecessary errors.

For the retailer ... a smarter and more modern business

Retailers who deploy Toshiba TCxDisplays touchscreens at checkout can begin seeing an immediate return on their investment. Multi-touch displays promote significantly faster throughput that can potentially reduce the number of checkout lanes open and the number of cashiers required at the front end. The familiarity and short training time required with PCap displays also reduces errors and associated management overrides. In addition, Toshiba's TCxDisplays are EnergyStar® compliant, featuring some of the lowest power consumption ratings in the industry – the benefit is even greater when deployed as a solution alongside Toshiba system units in either integrated or distributed



configurations. No matter what kind of environment you deploy TCxDisplays to, your customers and associates will see a noticeable improvement in glare performance, resulting in improved viewability under a majority of lighting conditions.

Deliver a quick return on investment (ROI), streamline operations, control costs and manage risk with Toshiba PCap displays

While the innovative Toshiba TCx Displays helps improve employee productivity and positively impact customer loyalty, it also enables retailers to operate smarter and realize a faster return on their investment. For example, flashable firmware and security updates help reduce service and staffing costs. Built-in diagnostic tools monitor each display's health with critical information such as bulb life, brightness settings and power-on hours, maximizing the usable life. Peripherals can be attached and removed easily without disassembling the display, simplifying future upgrades. An optional iButton (Dallas key) feature available on 6149 displays, extends operator identification and expands security options in even the harshest and most demanding retail environments.

The latest Toshiba TCx Displays help retailers demonstrate their environmental commitment and build a sustainable business. More energy efficient than ever before, new displays support ultra-low power deep sleep automation and feature LED backlight technology free from harmful chemicals.¹ The retail-hardened design ensures long service life even under the most extreme conditions. In addition, displays are constructed from recycled materials and packaging is made from 100 percent recycled post-consumer waste to help reduce the cost and environmental impact of end-of-life disposal.

Trust Toshiba's retail experience

As the world's leading provider of integrated in-store solutions and retail insights, Toshiba Global Commerce Solutions delivers end-to-end solutions for checkout, consumer interactions and retail operations that unlock amazing new possibilities for retailers and shoppers everywhere. In partnership with the Together Commerce Alliance, our global business partner program, we help bring innovation and value to every retailing experience so that you can delight your customers every day, everywhere.



Product Overview

- Retail-optimized 15.6" Widescreen (16:9) and 15.0" Standard (4:3) Displays with class-leading glare performance
- Offered in both Multi-touch, projected capacitance (PCap) AND non-touch varieties
- Digital inputs such as Display Port enable retailers to migrate to new attachment technologies while preserving existing solutions
- Powered USB eliminates the need for additional, bulky power "bricks"
- Remote Management tracks usage data, configuration and system health
- Firmware is flashable for updates, fixes and enhancements
- Robust retail-hardened design delivers reliability in mission-critical store environments
- Energy star compliant, with eco-friendly LED backlight



Toshiba TCx Displays 6149 - Multi-Touch Display Technical Requirements						
Model Number	6149 - 5CR	6149 - 5CD	6149 - 5SR	6149 - 5SD	6149 - 5NR	6149 - 5ND
Touch	PCap Multi-Touch (10-point)				Non-Touch	
Screen Size	15.6" Widescreen 16:9	15.6" Widescreen 16:9	15.0" Standard Format (4:3)	15.0" Standard Format (4:3)	15.0" Standard Format (4:3)	15.0" Standard Format (4:3)
Resolution	1366 x 768	1366 x 768	1024 x 768	1024 x 768	1024 x 768	1024 x 768
Model Color	Raven Black					
Backlit bulb	LED backlight					
Power requirements	18 W max (20 W w/ brick), 15 W typical					

Product Overview

Toshiba TCx Displays 6149 – Multi-Touch Display Technical Requirements			
Energy consumption efficiency*	13.18W / 0.38W / 0.37W (On/Suspend/Off)	20W / 5W / 0.2W (On/Suspend/Off)	20W / 5W / 0.2W (On/Suspend/Off)
Connectivity			
Video interface	DisplayPort, VGA (analog)		
Touch interface	Powered USB, standard USB		n/a
Optional mounting features			
Mounting stands	Toshiba TCx700 Integrated Mounting Stand Toshiba SurePOS 500 Integrated Mounting Stand (second display) TCxWave Integrated Mounting Stand (second display) TCx Table Top Stand VESA Table Top Stand VESA Mount Kit		
Optional I/O Devices			
Magnetic Stripe Reader (MSR)	Three track MSR		n/a
Keypad w/Keylock	32-key programmable keypad with 2-position programmable lock		n/a
Keypad w/iButton	32-key programmable keypad with integrated iButton reader		n/a
iButton	Enables operator identification and security functions (Dallas key)		
Audio	Integrated stereo speakers (2W)		n/a
Physical dimensions and weight			
Maximum dimensions (WxDxH)	15.6 inch: 15.72 x 2.24 x 10.3 (399.4 x 57 x 261.6 mm)	15.0 inch: 14.15 x 2.24 x 11.62 (359.4 x 57 x 295.1)	
MSR	10.37 x 2.02 x 2.65 (263.4 x 51.4 x 67.3 mm)		n/a
Weight	15.6 inch: 8.55 lbs (3.88 kg) 15.0 inch: 8.14 lbs (3.7 kg)		
Software			
Operating Systems supported†	Toshiba 4690 OS V6R4, with CSD #OE00 or higher** Microsoft Windows Embedded POSReady 2009 Microsoft Windows Embedded POSReady 7 (32-bit & 64-bit) Microsoft Windows 7 (32-bit & 64-bit) Microsoft Windows 8.1 (64-bit) SUSE Linux Enterprise Point of Service 11 SP3 (32-bit)		
Drivers supported	UPOS 1.13.7 or later (includes OPOS & Java POS)		
Warranty Service‡	One year depot or on-site service		
Technical support§	24x7 phone support (during warranty period) and web-based help		

Toshiba Global Commerce Solutions

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Together Commerce

Together Commerce is Toshiba's vision for the future of retail, in which retailers adapt their strategies, their stores and their technology to engage with consumers throughout the buying process in a seamless and helpful way. This collaborative approach enables retailers and consumers to create mutually rewarding commerce – together.

For More Information

To learn more about how Toshiba SurePoint touch displays can help transform your business, contact your local Toshiba sales representative or Toshiba Business Partner or visit:

toshibacommerce.com

Additionally, Toshiba Global Commerce Solutions can help credit-qualified clients acquire the IT solutions that your business needs in the most cost-effective and strategic way possible through our global financing partner.

References

* The energy consumption efficiency is the value of the power consumption measured in accordance with the measuring method specified by the Japan energy saving law divided by the Composite Theoretical Performance specified by the energy saving law.

† An OS is not included and can be purchased separately.

‡ For a copy of Toshiba's Statement of Limited Warranty, please contact your Toshiba representative or authorised reseller.

§ Technical support response times may vary.

** For deep sleep and wake on touch, 4690 OS V6.2 Enhanced with Program Temporary Fix (PTF) required. For MSR fields available in RMA 2.6, 4690 OS V6.2 (Classic or Enhanced) is required.

¹ Deep sleep power state is defined as 'suspend to random access memory (RAM)' (meaning the power supply is in a reduced power mode). The system appears off; the central processing unit (CPU) has no power; RAM is in slow refresh.

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