



Transforming Transactions  
into Relationships

# NCR 7453 POS Terminal

A great fit for your business with the optimum combination of size, performance, and functionality.



In today's competitive market, retailers require flexible and innovative solutions that accommodate present and future business needs. The NCR 7453 allows retailers to implement a powerful and expandable point-of-service (POS) solution, bringing the future of retail to you and your customers.

Bring the Internet to the physical store with the Web-enabled NCR 7453. With the NCR 7453, you can harness the power of the Web to enhance the shopping experience and build customer loyalty. With high performance processors and Internet-enabled capabilities, you can use the NCR 7453 for electronic marketing, loyalty programs, and to provide Web-based training to your associates.

## **Investment protection**

The NCR 7453 provides an open and scalable solution, which combines the reliability and security of traditional POS platforms with the investment protection of industry-standard PC technology. With standards-based design and broad operating system support, the NCR 7453 provides you with the flexibility to implement new applications to maintain a competitive advantage and protect your systems investment.

## **Space is money**

The NCR 7453 provides the ideal combination of size, performance, and functionality. The small footprint and modular design of the NCR 7453 reduces clutter and allows you to use valuable counter space more efficiently.

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In the past, hassle-free and quick checkout was enough to satisfy customers. Today, they demand better service and more information at the right place and at the right time. The NCR 7453 is uniquely positioned to meet this challenge. Multimedia capabilities support Web-enabled applications that deliver promotional messages and 1-to-1 marketing. The NCR Web Customer Information Display (CID) is designed to inform customers about loyalty programs and to showcase product information and advertising at the checkout area. In addition, a variety of high-speed thermal printer options can be used to communicate target offers while moving customers quickly through the checkout lane.

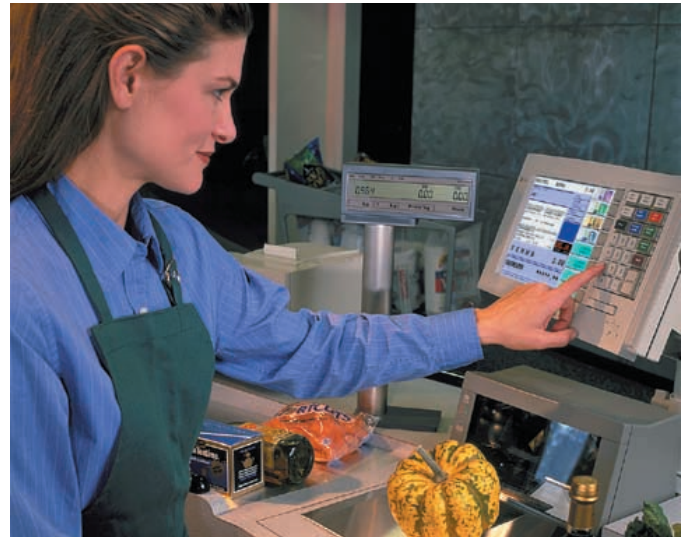
## **Proven to increase productivity and efficiency**

NCR recognizes that the new generation of solutions must serve a variety of people and perform a broad array of functions. The NCR 7453 can be transformed into a store management workstation for tracking statistics, associate productivity, and email. It can also be used to access Internet- and corporate-based databases, providing inventory information on demand and running back-office applications. Full-motion video and audio capabilities can be used to deliver multimedia employee training, enhancing learning and reducing costs.

Incorporating the latest in technology and ergonomics, NCR's DynaKey is designed to help your employees easily navigate through transactions, allowing increased interaction with customers and minimizing training time and costs. Studies show that NCR DynaKey can reduce training time by up to 50%, while potentially increasing cashier productivity by as much as 10%.

## **Lower your total cost of ownership while protecting your investment**

The NCR 7453 offers the optimum combination of size and scalability. The small cabinet saves valuable space yet provides the expansion and connectivity needed for today's demanding retail environments. Available with



a range of processor speeds, peripheral options, and expansion capabilities, the NCR 7453 can be configured to fit your needs today while allowing you to add new functionality to support your business demands in the future.

To protect and maximize your existing hardware and software investments, new systems must be easily integrated and added to older solutions. The NCR 7453 achieves this goal by supporting industry-standard interfaces and operating system environments including DOS, Windows® CE, Windows® 95/98, Windows NT® and Windows® 2000. In fact, NCR has been one of the key forces in developing, proposing, and adopting open standards in the industry since 1988. Support costs are minimized by the availability of superior remote management systems such as Fit Client Manager. These applications allow store operations and solutions to be monitored from a central location. Reliable and secure, the NCR 7453 and its peripherals feature impact- and spill-resistant casings designed to withstand the harsh retail environment.

## **To USB or not to USB? With NCR you can always make the right choice**

Universal Serial Bus (USB) is emerging as the new interface standard in the retail arena. USB offers improved performance, plug-and-play capabilities, and a growing variety of peripherals from which to choose. Recognizing

the power of this emerging standard and the need to provide maximum investment protection, the NCR Series 4000 supports both USB and RS-232 interfaces. Although USB is emerging as a new standard, RS-232 peripherals are still the prevalent interface in the retail landscape. Whether you are a retailer that wants to switch to USB, continue using RS-232, or mix both technologies, NCR has a solution that meets your needs. With the NCR 7453 Series 4000, you can:

Keep your existing RS-232 peripherals and protect your current investment. Adopt the new USB interface without worrying about migration issues. The NCR 7453 provides extensive OS support including Windows 95, 98, NT, CE, and 2000. Combine RS-232 and USB peripherals.

### **Global services you can count on**

The NCR 7453 is supported by our responsive global services team. NCR can be your partner for on-site support and much more. We offer complete solutions to meet your business challenges, incorporating business/IT consulting, solutions design and integration services, project management, and installation and maintenance services. NCR retail experts will work closely with you in customizing your NCR solution to support your business objectives and deliver the value that you – and your customers – expect.



## **Technical Specifications**

### **SERIES 3500**

#### **Processor**

- Intel® Pentium® 233MHz
- AMD® K6-2 400MHz

**System Memory:** 4 SIMM sockets: 8MB-128MB

**Video Memory:** 2MB

**Expansion Slots:** 3 Total – 1 ISA/1 PCI/1 shared

**Hard Disk Drive:** 10GB or 20GB

**Flex Disk Drive:** 1.44MB FDD standard

**Flash Disk Option:** No

#### **Connectivity:**

- RS-232 port (external): 2
- RS-232 port (internal): 1 (UPS interface)
- Standard USB port: 0
- Parallel port: 1 (optional)
- Cash Drawer port: 1
- PS/2 Keyboard port: 1
- VGA (CRT) port: 1
- Stereo Audio port: 0

**Dual Display Support:** Via LCD card

**On-board LAN:** Ethernet 10BaseT

**On-board LCD Controller:** VGA

**Operating System Support:** DOS, Windows  
CE/3.11/95/98/NT,  
Windows 2000

## SERIES 4000

### Processor

- Intel® Celeron™ 433MHz
- Intel Celeron 733MHz
- Intel Pentium III 600MHz

**System Memory:** 3 DIMM slots 32MB-384MB

**Video Memory:** 4MB

**Expansion Slots:** 3 Total – 1 ISA/1 PCI/1 shared

**Hard Disk Drive:** 10GB or 20GB

**Flex Disk Drive:** 1.44MB FDD standard

**Flash Disk Option:** Yes – 32MB

### Connectivity:

- RS-232 port (external): 2 (3 if touch not required)
- RS-232 port (internal): 2 (UPS and touchscreen interface)
- Standard USB port: 2
- Parallel port: 1 (optional)
- PS/2 Keyboard port: 1
- VGA (CRT) port: 1
- Stereo Audio port: 1

**Dual Display Support:** On board

**On-board LAN:** Ethernet 10/100MB

### LCD Controller:

- SVGA LCD on board
- VGA LCD via PCI Card

**Operating System Support:** DOS, Windows 98/NT, CE, Windows 2000

## Peripherals

### Printers

- 7158 High Performance Thermal Receipt Printer w/Impact slip (Dual RS-232/USB interface or RS-232 only)
- 7194 Thermal Receipt Printer (Dual RS-232/USB interface or RS-232 only)
- 7162 Multi-function Printer Receipt, Journal and Slip
- 7166/7196 Thermal Receipt Printers with Asian Character Support

**Operator/Customer:** NCR DynaKey

### Operator/Customer Displays

- NCR DynaKey
- NCR Touchscreen
- CRT and LCD Displays
- 2 lines x 20 characters, VFD or LCD display

### Keyboards

- 64-key POS Keyboard
- POS/Alphanumeric Keyboard
- PC Keyboard

**Cash Drawers:** Compact, Mid-Range, Full-Size, Euro

### Physical Specifications

- Terminal: 4.0" x 15.5" x 12.6"  
(10.1 cm x 39.1 cm x 32 cm)

### Environmental Specifications

- Electrical requirements:
  - 120V, 90-136 Vac
  - 240V, 98-257 Vac



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