



Set the bar for self-service excellence with the MK4000 Multimedia Micro Kiosk



The MK4000 enables the deployment of intuitive on-demand rich multimedia applications that provides your customers with instant and constant access to information — when and where they need it. The result is the delivery of the differentiating service required to thrive in today's highly competitive retail environment.

The challenge: meeting today's ever increasing demands for higher service levels

Consumers today have more shopping options than ever before. With brick and mortar stores, catalogs and online 24x7 shopping, people are free to carve out a shopping experience that best serves their needs for price, variety, quality, availability and convenience. On Internet retail sites, social networks and more, consumers can research product information and comparison shop from anywhere — even right in the aisles of your store on smartphones.

In this day and age of instant gratification, today's shoppers want — and expect — instant service. Even small delays in service can result in frustration, potentially jeopardizing both the sale and customer loyalty. How can you deliver the level of service required to protect your customer base without increasing your workforce — and your overhead costs?

The solution: provide the ultimate in self-service

With a self-service solution in the aisles of your store, your customers can always access the help they need — when and where they need it. As computers have become a large part of daily life, self-service solutions are not only embraced by today's technology-savvy consumers of all ages — they are preferred. When consumers were asked how often they choose a self-service option over full-service provided by a store employee, nearly half — 47 percent — always or usually choose self-service, while an additional 42 percent sometimes choose self-service.

Generational differences are disappearing as well. Even when an associate is available, 60 percent of consumers under the age of 35, 47 percent of consumers 36-50 and 42 percent of consumers over 51 always or usually opt for self-service.¹

With proof of acceptance in the numbers, the time to deploy a self-service solution could not be better. And with Motorola's MK4000 multimedia kiosk, you get a multi-function device that delivers an outstanding return on investment (ROI), with versatile applications that can provide your customers with the instant service they want, improve the productivity of your associates and managers, and increase the success of your promotions.

KEY BENEFITS

This single powerful multimedia kiosk:

- Provides rapid and convenient on-demand differentiating service, allowing customers to perform a variety of tasks from virtually anywhere on the sales floor
- Increases sales through the ability to better promote and cross-promote merchandise
- Increases customer satisfaction, customer retention rates — and sales
- Improves associate and manager productivity through granular real-time task management
- Leverages existing marketing program investments — including television and Internet commercials as well as print ads
- Improves exposure and success rates for promotional programs — from special sales to seminars and other customer-facing events
- Provides a rapid return on investment (ROI) — the same tool can be used to achieve multiple business objectives
- Lowers the cost and complexity of self-service deployments with an industry-standard platform and support for Motorola's Mobility Services Platform (MSP)
- Enables a new revenue stream through the ability to sell advertising space on the MK4000 to your manufacturers/suppliers

Features of the MK4000 from Motorola



Choice of 1D laser or 2D advanced imager engine

Motorola's laser engine delivers aggressive performance and accurate capture of even damaged and poor quality 1D bar codes; Motorola's advanced imaging engine provides aggressive scanning performance on 1D, 2D and PDF bar codes

IEEE 802.11a/b/g

Provides easy connection to either your wireless or wired LAN

Microsoft® Windows® CE

Standard operating system reduces application development time and enable easy integration into your existing technology environment

12.1 in. color SVGA LCD touch screen

Enables display of rich graphics and multimedia-intensive applications

Slim 2.43 in./ 6.17 cm profile

Easy to deploy virtually anywhere in the store without sacrificing crucial sales floor square footage

Compliant with standard VESA mounting

Support for standard VESA brackets enables easy mounting of the MK4000 on shelves, walls, tables, end caps and more

XScale™ 624 MHz processor; 128MB SDRAM/64 MB Flash and up to 8 GB Flash via an accessible Micro SD slot

High performance architecture provides users with a superior experience — even for the most demanding applications

Stereo speakers, microphone and headset jack

Provides support for a wide range of voice/ audio-enabled applications, including the ability to place a call to an associate and play audio files within applications

Integrated support for IE 6.0; Symbol PocketBrowser; Visual Studio .Net 2005; SMDK for C, .NET and Java

Enables rapid and cost-effective development of sophisticated applications

Easy to attach and change signage

Increases visibility and helps promote usage

Compatible with Motorola's MSP

Remotely stage, provision, monitor and troubleshoot from a single centralized location, simplifying and reducing the cost of deployment and day-to-day management

Three USB ports

Expandable — provides simultaneous support for up to three third-party USB peripherals, including printers, magnetic stripe readers, keyboards and more

Take self-service to new heights with the Motorola MK4000 Micro Kiosk™

The Motorola MK4000 Micro Kiosk has what it takes to deploy highly successful self-service applications and more, offering:

- **Power and performance:** The MK4000's high-speed XScale™ processor and robust memory architecture provide the power for even the most demanding applications, including video.
- **Easy-to-read high-resolution display:** The large high-resolution 12.1 inch color SVGA touchscreen engages consumers with rich graphics and multimedia-intensive, interactive applications.
- **World-class bar code scanning:** As a leader in bar code scanning technology, Motorola continues to set the bar for the industry. As a result, you can be sure your customers can easily capture virtually any kind of bar code — from 1D codes on product tags to 2D codes on drivers' licenses and other identification cards. There is no need to align bar code and scanner, ensuring first time scanning success — and eliminating the frustration when multiple rescans are required.
- **Easy customization — tailor the self-service experience to best meet the needs of your customers and your business:** The MK4000 sports three USB ports, enabling you to completely customize the solution to best meet the needs of your business. Add a keyboard for more complex text-based information. Add a printer to enable on-the-spot printing of coupons, registries, product specs and more. Or, add a magnetic stripe reader (MSR) for swiping a customer loyalty card or employee badge.
- **Easy and cost-effective application development:** Based on Microsoft® Windows® CE, with integrated support for Internet Explorer, Visual Studio .Net, EMDK for C, .NET and Java, the MK4000 enables the rapid and cost-effective development of highly intuitive applications for any age group.
- **Rapid and cost-efficient installation:** The MK4000 is thoughtfully designed for easy installation in the retail environment, giving you the freedom to deploy MK4000s wherever they will best serve your customers. Its slim profile (2.43 in./6.16 cm) requires very little real estate on the sales floor

and compliance with standard VESA brackets enables easy mounting on walls, shelves, tables, end caps and more. Support for 802.11a/b/g ensures compatibility with virtually any wireless LAN (WLAN) — eliminating the need to run a network connection to each device, while providing a fast connection to the Internet and back-office systems.

One versatile device — many applications

The MK4000 allows retailers to address a multitude of business objectives. First, retailers can put a wealth of information right at customer fingertips — from product pricing to product information, related products, gift registries, loyalty points, special offers and much more. In addition, the same device can be utilized to support your sales associates and managers as well as boost exposure for your marketing promotions. As a result, you can put this smart investment to work in your retail environment every minute of every workday.

Customer-facing solutions

The multi-function, multimedia-capable MK4000 incorporates all the features you need to reinvent the self-service experience with engaging and helpful applications designed to serve virtually any customer need — from simple to complex information requests.

Pricing, inventory and product locator

With the power of self-service conveniently located throughout your store, customers enjoy on-the-spot access to a wide range of information — from product pricing and inventory checks to gift card balance and personalized coupons. For example, customers can scan a product bar code to check the sales price of an item. Shoppers can scan a bar code or enter a product number to search available inventory in the back room or in other locations, including your online ordering department. If an item is out-of-stock in the store, shoppers can instantly reserve an item at the location of their choice or place an order online — helping to prevent a potential lost sale. And with the handy MK4000, your shoppers no longer need to experience the frustration of wandering store aisles to locate an item. Customers can simply type in the product name to find out the exact location — which aisle, floor or department.



With the MK4000 in the aisles of your stores, your customers can get the answers they need with the press of a few buttons — from pricing and inventory to product information to help ensure the selection of the right item — providing customers with instant service and freeing your associates to handle more complex customer requests.

Loyalty and gift card applications

A quick scan of a loyalty card at any MK4000 can return a wealth of valuable information. Customers can check loyalty club points, print out coupons and receive relevant special offers based on previous purchases and favorite brands, helping strengthen relationships with repeat customers and improve customer retention rates. In addition, the ability to scan gift cards allows customers to check the remaining balance — and retailers to present special offers based on gift card purchases.

Speedy in-store pickup

The MK4000 allows you to combine web-based ordering and the physical brick-and-mortar store to provide your customers with rapid same-day in-store pickup of merchandise. Customers simply place orders on-line and indicate the date, time and store location where they would like to pick up their purchase. Upon arrival at the local store, the press of a few buttons notifies the order department of the customer's arrival, along with the location of the kiosk the customer is using. A store associate can then promptly deliver the pre-paid merchandise to the customer — no need for the customer to search the aisles for items and stand in line at the checkout counter.



With the MK4000, retailers can provide customers with a wealth of value-add information. For example, a 'do-it-yourself' store can provide step-by-step information on how to install cabinets, while a cosmetics store can help customers learn how to apply eye shadow or choose a makeup color palette.

Large ticket item sales support

The MK4000 also allows your customers to easily request a product that is stored in the back room due to size or price, such as a large TV or expensive software. By scanning the bar code on an item tag, shoppers can instantly determine if the product is in stock, reserve the product and request that the product be delivered to a sales register for purchase. Retailers can keep large or high-value items off the sales floor, maximizing floor space and protecting against theft, while minimizing lost sales when associates are slow to respond.

Guided selling and value-add information

The MK4000 offers the real-time, high speed connections to the Internet and back-office CRM and inventory systems you need to deliver rich-value add information to your customers. Guided selling allows you to present your customers with related available items. For example, the scan of a shirt can return alternative available colors as well as coordinating pieces and accessories. Customers can watch 'how-to' videos right in the aisle of your store — from how to install cabinets in a 'do-it-yourself' store to how to apply eye shadow at the cosmetic counter of a department store. The powerful multimedia-enabled kiosk also allows customers

to preview a CD or DVD prior to purchase. And whether your customers are looking to purchase a tent or digital camera, the MK4000 can provide access to helpful product comparisons to assist in the decision making process.

Associate solutions

In addition to providing robust self-service solutions for your customers, the MK4000 empowers store employees with the tools they need to maximize on-the-job effectiveness and customer satisfaction. Employees can access the same customer-facing applications to better assist those customers who are less comfortable using the kiosk — including on-the-spot price and inventory checks. With a wide range of product information right at their fingertips, even newer employees can answer questions and serve customers as swiftly as your most seasoned workers, protecting customer service levels regardless of employee turnover.

The MK4000 helps keep employees up to date on the very latest information — from store policies and specials to new products. Employees can watch training videos on the MK4000, replacing paper

memos and instructor-led training with a more personal and engaging training experience that is also highly scalable — and more affordable. For example, brief presentations on new products and weekly specials help ensure that your employees are up to speed on the latest inventory — and know which sales items to promote.


Finally, employees can view and print work schedules, request schedule changes and punch in and out for shifts and breaks on any MK4000 — eliminating the time wasted walking back and forth to the back room or centralized time clock.

Workforce management solutions

The MK4000 provides store managers with more efficient and effective task management. Store managers can create real-time task lists for individual workers, specific departments and other groups — such as marking down seasonal items, restocking shelves and updating promotional displays and end caps. With a quick scan of a badge, an associate can view and even print the appropriate task list. As each task is completed, employees simply return to any kiosk in the store to confirm task completion,



The MK4000 allows retailers to combine the convenience of web-based ordering with same-day pickup. Customers simply place orders on-line; indicate the date, time and store location where they would like to pick up their purchase; and print out the receipt. Upon arrival at the local store, a quick scan of the bar code on the receipt locates the right order and notifies the order department of the customer's arrival, along with the location of the kiosk the customer is using. A store associate can then promptly deliver the pre-paid merchandise to the customer — no need for the customer to search the aisles for items and stand in line at the checkout counter.



providing managers with an audit trail of which employee executed which task — and improving on-the-job accountability. The result is real-time visibility into task status, enabling managers to improve workforce utilization and help ensure the effective execution of store-level initiatives. Additionally, managers can access work schedules, review and act on schedule change requests and monitor shift changes to help keep the store properly staffed — all without ever leaving the sales floor.

Marketing solutions

As a multimedia powerhouse, the MK4000 provides an ideal platform for in-store support of a wide range of marketing and promotional initiatives. Whenever the MK4000 is not in use, you can run videos and display ads to promote sales and upcoming events, highlight featured and new products as well as emphasize the strengths of your brand. Use the MK4000 to remind shoppers of an upcoming DIY workshop on how to lay tile or an appreciation event for loyalty card holders. Interactive applications can provide added value, for example, helping customers choose a palette of paint colors for the interior of a home or the right moisturizer for a specific skin type. Finally, the MK4000 also enables a powerful new revenue stream, enabling retailers to sell display advertising spots to allow manufacturers to promote products and special offers, right in the aisles of the store.

A wealth of benefits for a rapid return on investment (ROI)

Why are today's consumers turning to self-service? In a 2009 survey conducted by the Self-Service & Kiosk Association, 70 percent of respondents report that service is faster, while 45 percent report service is more convenient. The MK4000 provides all the features and functionality you need to put consistent, high-quality on-demand service right at the fingertips of your customers to enable true anywhere, anytime service. Customers can get the help they need, when they need it, protecting against lost sales and improving customer service, satisfaction and retention levels — while guided selling applications improve the success of cross-selling efforts, increasing sales.

At the same time, your associates and managers are more efficient and effective, increasing overall workforce utilization. All associates can access the same deep knowledgebase of information on products, specials and more, helping ensure

consistency of service for those customers who prefer personalized attention, regardless of associate experience level. Managers can remain out on the sales floor, where they are most effective, yet monitor task management, schedules and more, all in real time.

And finally, the ability to run existing commercials and display advertisements on the MK4000 allows retailers to more fully leverage these expensive investments, improving not only the ROI of the promotional budget, but also the success of promotional campaigns.

The result is a flexible multi-function device that you can put to work every minute of the work day, providing a superior ROI.

An end-to-end solution for deployment simplicity and success

Motorola offers virtually everything you need to deploy a rich self-service solution in your retail operations. In addition to the robust MK4000, Motorola offers a complete portfolio of award-winning wireless LAN (WLAN) infrastructure, management software and support services. Our indoor/outdoor WLAN portfolio offers a robust wireless connection, regardless of the size of your facilities or physical challenges in your environment — such as the presence of metal as well as fixtures and other equipment that can create RF blind spots, or the need to provide coverage in outdoor areas, for example to support sidewalk sales. Compatibility with Motorola's Mobility Services Platform (MSP) substantially reduces one of the largest costs associated with any mobility solution — day-to-day management. MSP enables centralized and remote staging, provisioning and day-to-day monitoring of all your MK4000 Micro Kiosks, regardless of whether they are in one building or in multiple locations across the country — or around the world. And when you choose one of Motorola's Service from the Start programs, you'll enjoy multiple years of repair coverage with protection that begins from the date of purchase.

For more information

For more information on how you can take self-service to the next level in your retail operations, access our global contact directory at: www.motorola.com/enterprisemobility/contactus



Footnotes:

1. 2009 Self-Service Consumer Survey; Self Service & Kiosk Association



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