

NCR DynaKey Advanced Retail Interface

NCR DynaKey is a revolutionary POS interface, designed to make serving your customers and training your employees faster and easier.



Studies show that NCR DynaKey can reduce training time up to 50%, while potentially increasing cashier productivity by as much as 10% to 15%.

NCR DynaKey™ is an innovative operator interface for your point-of-service (POS) that can dramatically shorten training time for your new employees, while boosting the productivity of your experienced users. NCR DynaKey helps reduce the time it takes to turn a new employee into an experienced and efficient POS operator. Your customers will note and appreciate the difference.

Your Employees Focus on the Customer

The intuitive design of NCR DynaKey can help your store employees feel more confident at checkout, freeing them for more interaction with customers.

NCR DynaKey packs all of the tools you need at the checkout into one compact device:

- On-screen displays keep your employees informed of what has happened during the transaction and what to do next.

- Eight dynamic keys, up to 13 programmable function keys, a numeric keypad and receipt scrolling keys provide the simple operations needed for your newest employee and the tools to support your most experienced cashiers.
- Optional magnetic stripe reader allows your employees to process customer payment.
- Keylock and power switch provide system safeguards.

- Pedestal or checkstand mount options offer flexibility for the best fit with your checkstand design.
- Audio speaker provides immediate error acknowledgment or positive encouragement for new employees.

You Get More Productivity with Less Training

Determining your training budget and managing rapid employee turnover is not easy. You must quickly turn new hires into productive employees who can keep your checkout lines moving and provide excellent service to your customers. All are important aspects of your customers' shopping experience.

By installing NCR DynaKey, even your newest employee will serve customers at the checkstand like an expert. The easy to use ATM-type interaction leads your employees through each customer transaction correctly.

NCR DynaKey works the way employees think, instead of training your employees to think the way a computer works. Each of your employees approach transactions differently, and DynaKey makes allowances accordingly. Because DynaKey is easy to use, your employees will make fewer mistakes.

Complex transactions are made simple by NCR DynaKey because your employees:

- Can complete the same transaction in different ways.
- Must memorize very little information.
- Have fewer keys to select.
- Can only choose from valid options.
- Use easy-to-understand graphical images.

NCR DynaKey also simplifies application development. DynaKey supports both 16- and 32-bit Microsoft(Windows development environments and comes with NCR NICE™, a program designed to help you create a customized point-of-service application that your employees will quickly feel comfortable using. For 32-bit Windows environments, the Advanced Store User Interface (ASUI) software allows you to create attractive, user-friendly applications.

Get NCR DynaKey and Get the Customer Service Advantage

You are challenged to implement technology that reduces your costs and encourages your customers to keep coming back to your store. NCR is the retail industry leader in applying expertise in human factors engineering to solve store operational challenges and improve in-store productivity.



DynaKey shows your employees easy-to-understand graphical images which guide them through each step of the customer transaction.

NCR DynaKey, designed with human factors principles, is just one example of how NCR makes customer transactions easy.

NCR DynaKey combines the latest PC technologies and an ATM interface with unmatched human factors expertise to make serving your customers simple and easy. With the help of NCR DynaKey, your point of sale is transformed into the point of service. The impact on your business can be significant.

For a quick return on investment (ROI) analysis or more information about NCR DynaKey and other NCR solutions for the retail industry, contact your local NCR representative or visit NCR on the Internet at www.ncr.com.



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NCR continually improves products as new technologies and components become available. NCR, therefore, reserves the right to change specifications without prior notice.

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