

The Smartest Self-Service Consumer Experience



Offering self-service devices in the checkout area does not automatically lead to more efficiency and convenience. To get the maximum benefits out of your self-service devices, you need an intuitive user interface (UI) that smoothly guides consumers through the self-checkout and payment process. Today, most UIs lack an intuitive step-by-step flow and are slow to process transactions. This results in more staff interventions—which means higher costs for retailers, longer queues and frustration. Vynamic Self-Service UI solves these drawbacks and improves the overall performance.

MORE INTUITIVE

Vynamic Self-Service UI, the heart of Vynamic Self-Service, supports intuitive, responsive and robust checkout flows without wasting time on avoidable interruptions. Advanced technology puts the customer first by eliminating friction throughout customer journeys and enhancing the customer experience.

MORE FLEXIBLE

Vynamic Self-Service meets all your customer journeys and graphical user interface (GUI) requirements. Smart configuration lets you handle the process without having to write software code or change the underlying POS application, using out-of-the-box process templates that can be modified on the fly.

MORE EFFICIENT

Vynamic Self-Service UI focuses on a personalized shopping experience without wasting time on avoidable interruptions to reach the best TCO. Its ease-of-use attracts customers and leads to a more satisfying self-checkout experience, happier customers, and lower costs for retailers.

UI IMPLEMENTATION

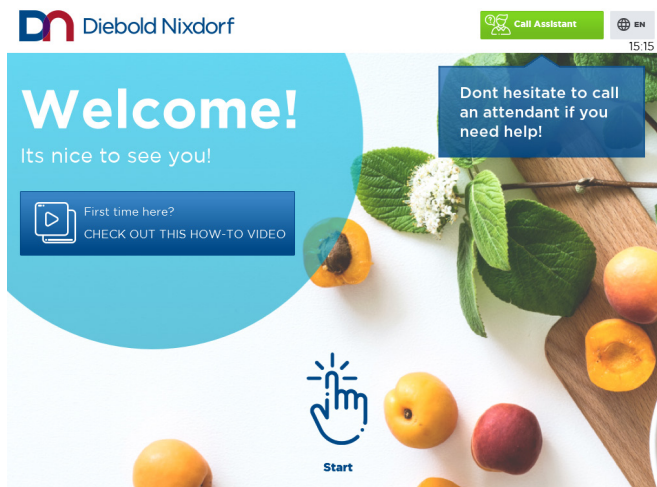
- **Step One:** Configuration of individual self-service journeys with the comprehensive workflow framework (for example, welcome – scan – bag – pay – leave)
- **Step Two:** Adaptation of standard graphical design elements to retailers' look & feel and branding (logo, customer card, etc.)
- **Step Three:** Adding language-specific sound and text elements as well as customer-specific animations and videos
- **Step Four:** User acceptance test and implementation

CUSTOMIZATION OPTIONS

- Easy personalization to retailers' look & feel and branding
- Segment-specific design elements to support different retail industries like grocery, fashion, DIY, QSR and specialty environments
- Support of multiple languages with dedicated text and sound messages
- Flexible lookup menu design for non-barcoded items like fresh produce and QSR items
- Integration of seasonal themes featuring holiday periods (Christmas, etc.) or special events (local events, custom themes, etc.)
- Adding specials or advertising to promote retailers' in-store brands
- In addition to customer-facing UI changes, optional adaptation of Vynamic Smart Assist UI and Enterprise Manager UI is possible

INTEGRATED ADVANCED SELF-SERVICE TECHNOLOGY

- Support of gesture-based technology to swipe between screens or scroll between options
- Screen mirroring for no-touch journeys to operate the self-service device entirely with a customer's own smartphone
- Option for a tab-oriented UI design to enable navigation via touch panel for differently-abled consumers
- Option for voice control for differently-abled consumers
- Integration of smart vision technology leveraging artificial intelligence (AI) and self-learning algorithms combined with 3D camera technology for age verification and automatic item recognition



KEY BENEFITS

- Personalization with on-brand colors, font types, images and logos to emphasize your brand and create brand awareness
- Easy customization based on smart configuration of self-service workflows to save costs, increase time-to-market and support any GUI requirements and consumer journeys
- Unified experience across multiple types of checkout stations and kiosks due to availability of multiple screen sizes and resolutions
- Dual-vendor capabilities by running a copy of the current UI version and migrating UI smoothly from one version to another
- Parallel testing of UI versions across several test stores prior to roll-out by creating multiple versions of almost similar flows and/or screens
- Lower TCO with a responsive, easy-to-use and robust UX/UI

VYNAMIC SELF-SERVICE UI: PART OF THE VYNAMIC SELF-SERVICE SUITE OF SOLUTIONS

- High connectivity and openness are critical to being adaptive and ready to adopt future innovations, whatever they may be. DN Vynamic Self-Service is based on a platform approach using open APIs for faster and easier integration.
- Vynamic Self-Service is a service-oriented software solution that seamlessly supports the self-service process within a retail environment and easily allows the implementation of innovative solutions.