SER-7000/SER-7040

High-Capacity Point of Sale Terminals

A Complete, Affordable POS Solution
For Restaurant, Quick Service and
Retail Applications

Sam4s

A Complete Package Of Valuable POS Components . . . All In One Affordable Terminal

Drop-In Paper Loading and Automatic Paper Cutting

Two reliable, high-speed thermal printers provide receipt and journal functions. Simple drop-in paper loading eliminates the possibility of paper jamming, common in older technology POS printers. Wide 2-1/4" (58mm) paper produces easy-to-read graphic logos, coupons or advertising messages. The receipt printer is capable of producing receipts, credit receipts, guest checks and/or requisitions – neatly separated with a standard automatic paper cutter.

Keyboards

Depending upon your application, you can select a flat spill resistant keyboard (SER-7000) or a traditional raised key keyboard (SER-7040). The spill-resistant SER-7000 keyboard is designed for food service environments and provides one-touch pricing for up to 117 items. Up to five levels are available for multiple menus and key-labels can be changed by simply inserting a new key sheet under the protective transparent keyboard overlay.

The SER-7040 provides 15 NLU keys to categorize merchandise and can be easily expanded to 40 keys. Both keyboards are completely programmable; functions can be added, removed or relocated for maximum operator efficiency.

Customer Display

The pop-up customer display features large bright fluorescent blue characters and can be rotated to the best angle for easy viewing.

Multi-Line LCD Operator Display
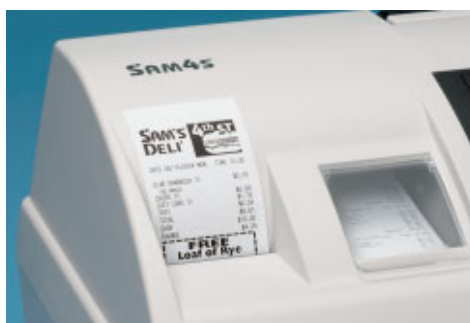
Items are displayed on the flat, adjustable LCD screen as they are entered, with the last entry highlighted for easy viewing and confirmation. Up to 8 lines can be viewed at one time; page up and page down functions allow you to page through larger orders or checks. Adjust contrast and brightness for optimal viewing in high or low light environments.

The unique "Window Look-Up" (WLU) feature allows you to display a list of items, condiments and/or functions. A list of items can be opened by pressing a WLU key or a list of condiments can be automatically triggered when an item is entered.

Heavy Duty Cash Drawer

The large, heavy-duty steel cash drawer features a removable 5-bill/5-coin insert and a standard security lock and key.

Quick and Easy Drop-In Paper Loading

Receipt Shown 75% Actual Size

Supports Popular POS System Features and Peripherals

Multiple Communication Ports

Each SER-7000/7040 provides standard Ethernet networking, four RS-232C communication ports, a second cash drawer port, and a PS/2 port that supports a PC keyboard for program entry. Peripheral options supported include:

- Kitchen Printers/Videos
- Pole Display
- Magnetic Card Reader
- Video Surveillance
- Liquor Systems
- Coin Dispenser
- Scanner
- Scale
- Modem for Remote Polling
- DataTran™ Integrated Payment Terminal

Standard Ethernet Network Support

Up to 32 terminals can be connected in a fast and reliable Ethernet network. Networking supports report data consolidation, terminal programming, credit authorizations, and requisition routing.

PC Polling and Inventory Maintenance

Companion software for your PC, SAM7000, supports your POS application by first polling sales information from individual terminals, terminal networks, or multiple remote locations. In your office, SAM7000 provides item file management, inventory functions, prints barcodes, reports minimum levels, item costs/values and sales/purchase histories.

Integrated Electronic Payments Insure Speed, Security and Efficiency

Today, more than ever, credit cards are the payment method of choice. Total electronic payments have surpassed cash payments, while paper checks diminished in popularity and debit card use grew substantially. If you select a standalone credit terminal, you must input credit transactions twice: once into the POS terminal and once at the credit terminal. Rather than use two separate devices to process sales, SER-7000 terminals can be integrated with a DataTran™ Integrated Payment Terminal so that both cash and credit/debit sales are processed at the SER-7000 terminal. Consider the benefits:

- Transactions are processed quickly with fast thermal printers that produce multiple receipts in seconds and do not require re-inking.
- Time-consuming duplicate entries are eliminated, reducing the possibility of costly errors and fraud.
- You'll complete end-of-day reconciliation faster, with fewer errors.

SER-7040 Shown With Standard Keyboard Configuration

DataTran™ Integrated Payment Option

Bar Code Scanning

Enjoy the advantages of scanning – price control, item movement reporting and labor savings – by adding an inexpensive laser scanner. With its high capacity PLU file (20,000+ items are possible) the SER-7000 is ideal for liquor, tobacco, dollar store and specialty food retailers. Scanning system features include:

- **Not Found PLU** – If the "Not Found PLU" message displays when a PLU is entered (or when an item is scanned) the operator will be prompted to enter PLU price, descriptor and linking information. The item is registered immediately and the PLU file is updated.
- **Price Embedded Barcodes** – For delicatessens, meat and produce applications where a POS scale is integrated, the SER-7000 recognizes "price-embedded" barcodes, extends the weight and applies the appropriate price.
- **Mix and Match Discounts** – Where discounts are based upon multiple item purchases, for example "save $5 on any three bottles of wine", the SER-7000 will apply the appropriate discount automatically when the discount requirement is satisfied.

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Includes Flexible Integrated POS Software

Inventory Control for Restaurants
Product Mix Groups and Projections

Use product mix groups when you need to track usage of your key inventory items. When a menu item is linked to a product mix group, a value is assigned that is counted when the item is sold. For example, a product mix group set up to count chicken pieces could count 8 pieces of chicken when a chicken bucket is sold, 4 pieces when a dinner is sold, and 2 pieces when a snack is sold. A menu item can be associated with one or two product mix groups. Product mix reporting includes usage by time period and projection reporting. Sales histories by time and day are available to provide averages for projections. Ideal for chicken restaurants or other items with long prep times, projection reports help management improve customer service and reduce waste.

Item and Ingredient Inventory

For extensive ingredient inventory control, the SER-7000 offers comprehensive built-in software. An ingredient file is created to log ingredients and their costs. A separate recipe file is then created to represent the ingredient usage for a recipe. Each time an item is sold, the appropriate ingredient usage is recorded. Inventory management procedures include entering receipts, transfers, waste and shelf counts. Reports detail usage and status of each inventory item as well as food cost amounts and percentages for menu items.

Time and Attendance

A fully featured time and attendance system provides payroll ready data for your in-house payroll system or payroll service. Built-into your POS system, you get critical labor reporting, including sales/labor percentage and sales per man-hour. Information is easily accessible by store managers for real time staff management.

Programmable Features
- Control Security By Assigning Each Employee to a Predefined Authority Level
- Clock Controlled Functions – price changes, menu changes, or special report sequences can be set to take place automatically by day of week or time of day
- 16-Character PLU Descriptions
- Store and Recall Drive Through and Phone In Orders
- Store Up To 20 User Defined Bitmap Logo Images for Receipts and Checks

Memory Allocation System

Allocate memory to meet your specific needs. Memory options include:
- 20,000+ PLU Capacity
- Up to 5 Reporting Levels, Z1-Z5 (Daily/Monthly/Quarterly etc.)
- 8/10 Digit Totals; 6/8 Digit Counters
- Hard/Soft Check Tracking
- Up to 4 Separate Tracking Files
- Electronic Journal
- Group by Employee Reporting

System Reports
- PLU Item Sales
- Sales by Group
- Employee Sales with Full Financial Reporting
- Time Period (24/48/96 Periods)
- Sales by Day of Month
- Product Mix & Projections
- Inventory and Food Cost
- Electronic Journal
- Timekeeping
- Group, Destination, & Tracking Sales by Time Period

SPECIFICATIONS

Keyboard:	SER-7000 160 Key Flat; SER-7040 90 Key Raised
Display – Front:	Backlit LCD (192 x 64 Dots)
– Rear:	Pop-Up Turret Display, 10 Digits
Printer:	STM-210
Speed:	13.3 Lines per Second
Receipt and Journal:	32 Column
Paper Roll:	2-1/4" (58mm) x 80mm
Dimensions – ECR:	14-3/4"W x 17-11/16"D x 12"H (375mmW x 450mmD x 305mmH)
– Drawer:	15-3/4"W x 17-3/4"D x 4-3/8"H) (400mmW x 451mmD x 112mmH)
Shipping Weight:	40 lbs. (18.16 kg) – ECR and Cash Drawer
Power Requirements:	120V AC, 60 Hz
Power Consumption:	Approx. 28 Watts (Regularity)
Operation Temp.:	32°F ~ 112°F (0°~ 45°C)
Humidity Range:	30% to 80% RH
Memory Protection:	Full Charge For 24 Hours Will Protect Memory For 60 Days

PC   CASH DRAWER   PRINTER   COIN DISPENSER   SCALE   POLE DISPLAY   KITCHEN VIDEO   VIDEO SURVEILLANCE   SCANNER   LIQUOR DISPENSER   INTEGRATED PAYMENT   MSR

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All product features are subject to change without notice.

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