

We understand greater productivity
begins at the checkout.



Data Terminal
Systems

And keeps on getting better with the new system 440.

The System 440 is the first electronic cash register to offer 80% of the features and benefits of a full in-store computer system at 50% of the cost. Designed for the supermarket, drug and retail environments, this microprocessor based stand-alone system provides all of the management reporting capability and cashier control you need to stay ahead in these times of low profit margins where lack of timely information can cost you business.

The System 440 provides an alternative to the more expensive computer-based systems without sacrificing features or performance. Only the computer is left out because its performance is built in. This means you have no special installation charges, no lost floor space, and no worries about total system failures because every Data Terminal register is a system in itself. Each register has a built in battery for operation insurance in case of power failure. A standard memory protect feature retains the program and all totals during any type of power loss in the System 440.

System features include up to 225 programmable totals in any combination; open departments, sub-departments, price look-ups, and presets for sales analysis.

An optional memory provides tracking for over 4000 items... In many cases enough capability to handle an entire inventory. This memory can be divided into price look-ups, sub-departments and even credit check files for negative credit verification. Plus, we have taken the most time consuming manual transactions: food stamps, vendor and store coupons, refunds, checks, bottle returns, and change computation and made them automatic for easier cashier operation and better control. Fewer errors and faster transactions provide expanded productivity at the checkout.

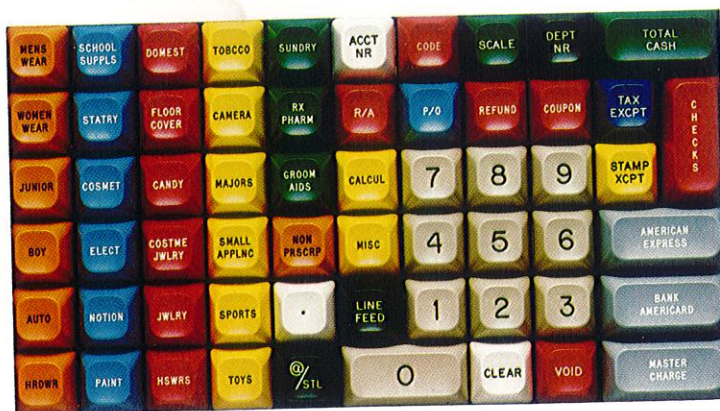
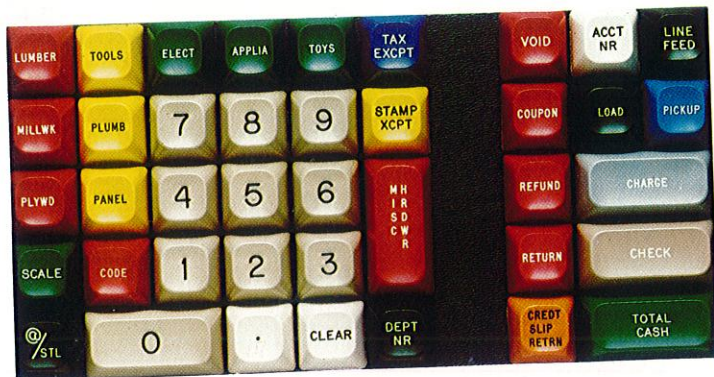
What this all adds up to is that our comprehensive management reporting capability provides a complete daily picture of store activity. For quick reporting, the interregister communications option provides a powerful means of consolidating information from all registers at any register in the store. With the ANS-R-TRAN option, you can transmit the information to a host computer for further analysis.

Today, the System 440 provides mini-computer features at micro-computer prices, allowing for greater productivity at a lower cost.

Maxi capabilities for multi environments.

The programming flexibility of the Series 440 keyboard enables a custom arrangement that lends itself to your "touch" operation. Items can be entered into departments, sub-departments or automatically distributed through price look-up code entry. PLU codes can be applied to all fast movers, sale items, or "big ticket" items where you wish unit tracking.

All multiple item sales can utilize the split pricing or the automatic extension capabilities of the 440. Automatic cashier functions speed up customer lines, and reduce operator fatigue and errors. The Series 440 gives accurate accountability of money and media.



The Series 440 handles your front end operation quickly and efficiently, and reports sales progress as well.

THE 440 WEIGHING SYSTEM

The streamlined Data Terminal Systems Series 440 with load cell scale provides a complete weighing system at the checkout.

PLU entry will cause a unit or multiple price stored in memory to be multiplied by the weight on the scale.

The Series 440 Weighing System has the capability to store prices for over 4000 items. The scale has a 25-pound capacity and utilizes a precision load cell that gives accuracy to within a hundredth of a pound. The scale can easily be converted to metric weighing when required.

The load cell scale has no moving parts, a stainless steel platter and a remote digital display for customer viewing. The Series 440 is also available with an interface for Hobart or Toledo scales.

The Data Terminal Load Cell Scale can be flush-mounted in your check stand and is approved by the National Bureau of Standards and state and local departments.



Expanded management reporting.

We understand how important it is for your store manager to be fully informed of all daily store activities at the close of each working day. By monitoring inventory and cashier productivity with better cash control, higher profit margins can be obtained.

In the past, conventional cash registers were unable to provide this range of information, so the manager and bookkeeper were left with hours of manual calculations and endless checking to keep things running smoothly. Profits were lost due to a lack of vital information. Now, with the advent of the electronic revolution AND THE SERIES 440, the store manager can efficiently monitor his business operation automatically, without tiresome procedures—by the hour or day! All without an expensive back-room computer to buy and maintain.

The versatile Series 440 provides a range of different management reports covering all aspects of accounting. Sales analysis, inventory and checker productivity are available at each individual register, or may be consolidated using interregister communications.

For efficient cash control, interregister communications offers the manager a unique sign on, sign off system for his cashiers. Separate cashier totals are maintained in each register and, through interregister consolidation, the system allows an operator to change checkout stations while maintaining their individual totals. The cashier tracking feature provides accurate control of all cashier activities while eliminating time consuming check-in, check-out procedures.

The Hourly Productivity Report, utilizing the Real Time Clock option, automatically supplies the customer count and net sales total per hour at the end of each day. This offers the manager the ability to use this information for better labor scheduling as well as a complete sales analysis by time of day.

The Cash Report provides an overall accounting of the day's sales. Totals include a non-resettable grand total, daily sales, tax collected and taxable sales, training totals, trading stamp transactions and a total of due bills issued.

Sub Department Report
Your Store Name

01 184 — Sequence Number Register Number

12 X — Reset Counter

020RPX — Report Number

100DP# — Sub Department Number

02 # — Number of Items

2.46MSA — Total with Print Code of Linked Department

1.7 DS% — Percent of Daily Sales

1.23 — Average Value Per Item

200DB# —

01 # —

500MSA —

3.5 DS% —

500 —

1 25 77 — Date

10 — Cashier Number

15:08 — Time Report Taken

Department Report
Your Store Name

01 184 — Sequence Number Register Number

71 X — Reset Counter

004RPX — Report Number

01 # — Open Department Number

20.13BR — Department Total

2.3 DS% — Percent of Daily Sales

.52 — Average Value Per Item

06 # —

981GRB —

9 DS% —

1.68 — (Preset Department)

05 # — Items Sold

@ 5.00 — Unit Price

2500HBA — Extended Value

2.6 DS% — Percent of Daily Sales

1 24 77 — Date

10 — Cashier Number

15:07 — Time Report Taken

Cashier Report
Your Store Name

Sequence Number — 01 184

Register Number — 01 184

Reset Counter — 71 X

Report Number — 200RP X

Cashier — 10CL #

Number of Rings — 300

Time Ringing (Minutes) — 15RT

Rings/Minute — 2000

Total Time Signed On Rings/Total Minutes — 25TT

1200 —

11CR # — Number of Voids

1052CR # — Void Total

00CB # — Number of Credit Balance Sales

00CB — Credit Balance Total

01NS # — Number of No-Sales

10 # — Number of Customers

25623CS — Total of Cash in Cashier's Till

See Media Report

Grand Total Report
Your Store Name

01 184 — Register Number

26 X — Sequence Counter (Non-resettable)

002RPX — Report Number

01 # — Register #

26 Z — Reset Counter

Grand Total — 21842.44GT

Training Total — 296.20TN

Due Bills Issued — 63S

Total of Trading Stamp Itemizer — 10790TR

Daily Sales Total — 14036DS

Taxable Sales Total — 1216TS

Tax Collected Total — 61T

Date — 1 24 77

Cashier — 10

Time Report Taken — 15:07

Media Report
Your Store Name

01 184 — Register Number

31 X — Reset Counter

400RPX — Report Number

1000CR # — Total of Voids

225 # — Number of Customers Cash Total

565623CS —

20 # — Number of Checks

1150.62CH — Check Total

11 # — Number of Food Stamp Tenders

434.00FS — Food Stamp Total

04 # — Number of Loans (R/A)

50.00LN — Received on Account Total

03 # — Number of Pick-Ups (P/O)

250.00KP — Paid Out Total

02 # — Number of Refunds

11.23RF — Refund Total

55 # — Number of Store Coupons

5.50SC — Store Coupon Total

72 # — Number of Vendor Coupons

3.60CP — Vendor Coupon Total

12 31 76 — Date

10 — Cashier Number

15:08 — Time at which Report was Taken

Hourly Productivity Report
Your Store Name

01 103 — Register Number

05 X — Sequence Number

7000RP# — Reset Counter

02 00HR — Report Number

246NT — Hour of Day

00 01HR — Total Sales Per Hour

00 02HR —

00 03HR —

00 04HR —

10 10HR —

205.22NT —

13 11HR —

240.10NT —

20 12HR —

402.18NT —

10 13HR —

322.96NT —

30 14HR —

921.80NT —

42 15HR —

1229.65NT —

2 22HR —

160.2NT —

00 23HR —

00NT —

1 20 77 — Date

123 — Cashier Number

01 51 — Time Report Taken

Price Look-Up Report
Your Store Name

Sequence Number — 01 184

Register Number — 01 184

Unit Quantity — 71 X

040RPX —

PLU Number — 222PL#

Items Sold — 11 #

Unit Price — @ 2.00

Extended Total — 2200GTB

Percent of Daily Sales — 14 DS%

PLU Number — 11 PL#

Total Quantity Sold — 1234LB

Unit Price Per Pound — @ .19LB

Extended Total With Print Code of Linked Department — 234PRE

Percent of Daily Sales — 2 DS%

Date — 1 22 77

Cashier — 10

Time — 15:08

*Same as cashier report except totals and counts are consolidated for all cashiers.

Automatic checkout features produce faster, more accurate transactions.

With all of the sophisticated electronic technology that has been built into our Series 440, you might expect the register's operation to be complicated. The fact is, checkout has never been simpler! The Series 440 takes over most of the work.



The checker oriented keyboard is designed for easy identification of departments, credit transactions and media keys to provide faster operation, fewer entry errors and easier checker training.

Food stamp handling is no longer a task with the System 440. Automatic food stamp itemization by department provides quick and accurate separation of eligible foods, and the Stamp Except key enables the cashier to reverse the status of an item at any time during the sale.

The customer receipt shows the date, register number, cashier identification, sequence number, detailed listing of all items, food stamp and taxable sales, also amount tendered and change. In food stamp transactions, a due bill is included as part of the receipt for food stamp change.

The Series 440 provides all of the cashier features necessary to increase customer throughput and insure better productivity at the checkout.

Your Store Name

Register Number	02 52	Sequence Number
Quantity Department Entry	3 @ 4.56 13.68 GRE 1.23 GRE	Unit Quantity Unit Price Extended Amount Single Department Entry
Scale PLU Entry	11 PL# 4.99 LB @ .39/2 LB .96 PRE	PLU Number Weight Unit Price Extended Price
Sub Department Entry	100 DP# .50 GTE .03 TX 16.40 TL 15.87 FSTL 20.00 FS 4.00 FS CH 1.00 CA .47 CACH 15.87 TR	Sub Department Number Price Total Tax Total Sale Food Stampable Total Food Stamps Tendered
	WORTH .13 IN ELIGIBLE FOOD AT	Due Bill
	Your Store Name	
	1 20 77	Date
	123	Cashier
	15:03	Time

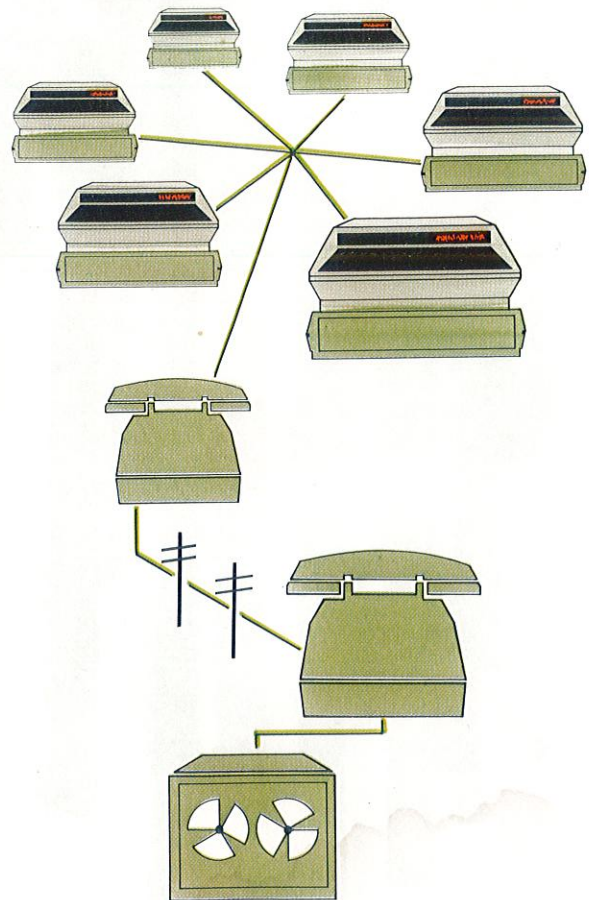
System expandability for your future.

Interregister Communications

The System 440 Interregister Communications Option turns each register into a standalone master computer for complete store control. Information from all registers can be consolidated at any one register in the store for easy management evaluation of the entire front end. Store management can enter or update information in any register from a central register.

ANS-R-TRAN

In applications where a host computer is used to further analyze data from stores, Data Terminal's ANS-R-TRAN option provides interfacing for remote bi-directional telecommunications between the registers and the remote computer. Price changes and programming data can be transmitted to stores.



Optional features expand system throughput.



The Series 440 has proven its adaptability in numerous supermarket, drug and other retail situations. The range of available features provides a retail control system for your present requirements with insurance that you can expand these capabilities for tomorrow.

A side or rear indication promotes customer confidence by showing all register transactions.

Change dispensing interfaces are available for standard coin dispensers which provide less change handling and faster customer service.

A remote slip printer allows easy charge and void correction control.

Multiple cash drawer option provides total media accountability for each cashier on a multi-cashier checkout system.

Real Time Clock gives the manager information for cashier productivity evaluation, such as rings per minute, and total time worked.

An investment for today---

productivity insurance for tomorrow.

Data Terminal Systems has been setting the pace with retail business control systems that are designed to replace and expand the functions of earlier mechanical cash registers.

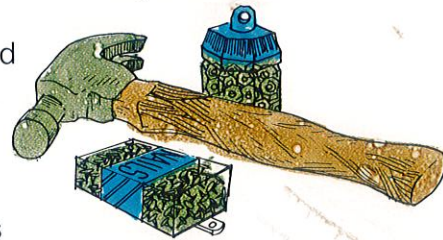
In every supermarket and retail environment from the corner drug store to the large chain, Data Terminal Systems, utilizing the latest micro-processor technology, provides programmable terminals that easily adapt to changing user requirements and

allow total system expandability for future requirements.



DTS products are sold in nearly every major market area of the United States and in many other countries. DTS is located in Maynard, MA, with new additional manufacturing facilities in Vega Baja, Puerto Rico. More than 2,000 internationally authorized factory trained representatives provide complete sales, service and support to DTS customers.

All DTS registers are backed by a full warranty on parts and labor.



Data Terminal Systems

Where Tomorrow Is In Everything We Build.

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