Supermarket

Dollar Store

Apparel

Gift Shop

Book Store

Convenience Store

Liquor Store

Your Store

pcAmerica
Retail and Restaurant Solutions

Cash Register Express
Complete Retail Solution

![pcAmerica - Retail and Restaurant Solutions]

Cash Register Express

Increase your profits with Cash Register Express (CRE), the industry leading retail point of sale package with hundreds of the most desired features. CRE keeps your lines moving fast and tracks your sales, customers and inventory. Detailed and customizable reports on best and worst sellers, profit margins, item activity, sales figures and dozens of other figures will help you make smarter business decisions. Replacing your cash register with a Cash Register Express point of sale system will save time, prevent theft, reduce labor and increase sales and profits.

Target Industries

CRE has built-in features to satisfy many retail industries including:

- Single or Multi-User
- One Store or Multiple Stores
- Convenience Stores
- Grocery & Supermarket
- Gift shops & Museum Shops
- Apparel/Clothing
- Cellular & Electronics
- Restaurants & Delis
- Video Game & Music Stores
- Liquor Stores
- Tobacco Stores
- Video & Equipment Rental
- Book Stores
- Dollar & Discount Stores
- Car Washes
- Florists
- Any Store Requiring a Cash Register

Retail Invoice Screen

Got a question? Call us and ask!
1-800-PC-AMERICA

A Few of the Many Features

Hundreds of the most sought after Point of Sale features are built into Cash Register Express. Thousands of retailers love it. So will you!

- **Fast Transactions Keep Lines Moving Fast** with an easy-to-use interface, bar code scanning, and touch-screen invoicing. CRE is designed to require the least amount of actions necessary to ring up a customer.
- **Inventory Tracking** is fully integrated into CRE; track actual inventory levels vs. theoretical levels and generate discrepancy reports to track theft and loss. Count items with a handheld to save time.
- **Customer Loyalty** features will help increase repeat business. Reward your customers (bonus points, discounts on their birthday, frequent visitor discounts) for their business and they will keep coming back.
- Process **Gift Cards** with no transaction fees
- **Credit Cards, Debit, EBT and checks** process over the internet QUICKLY in 2-3 seconds.

Using the latest wireless technology, you are now able to invoice customers and send the data back to CRE in real time!

For more details on
Cash Register Express
including a full feature list, recommended systems and screenshots, visit us online.
www.pcAmerica.com

Hundreds of Features

Inventory Tracking

- Purchase orders
- Reorders point alarms
- Add inventory "on-the-fly," even in the middle of a sale
- Track serial numbers
- Size/color apparel matrix
- Multiple pricing/discount levels
- Detailed inventory reports
- Family memberships
- Non-video sales
- Movie reports
- Sets rental due dates
- Late, rented videos, videos in store

Security Features

- Employee security with password protection
- Cash control features to force cash drops throughout the day
- Built-in help system
- Detailed customer history
- Detailed tape rental history
- Built in backup
- Password protection
- Customer quick search
- Management reports
- Salesperson tracking
- Financial summaries
- Exception training to spot
- Suspicious activity

Point of Sale Features

- Fast, accurate checkout
- Place a transaction on hold while it's in transaction, recall at any future time
- Easy, train cashiers in 60 seconds
- Process credit cards over the internet with PC Charge in 2-3 seconds
- Touch-screen invoicing
- Unlimited transactions, inventory items and customers
- Multi-user/multi-site ready
- Gift cards and store credits with no transaction fees
- Electronic check conversion (ECC) deposits checks from the register
- Electronic signature capture with a signature pad, no need to file and retain signed credit card receipts
- 32 - Bit processing
- Easy navigation
- Scale interface
- Works with portable POS
- Equipment rentals
- Microsoft access compatible
- Time clock
- Quickbooks compatible
- Credit card processing with IC verify
- Handles multiple clerks
- Handles multiple cash drawers

Customer Loyalty

- Built-in customer tracking
- Record itemized purchase details of each customer
- Fast customer lookup with membership cards
- Flexible customer loyalty plans that can increase sales 20% or more
- Automatically tracks and gives rewards
- Ability to send mass e-mails and paper mailers
- Birthday bonuses
- Frequent visitor discounts
- Ability to send informational newsletters, coupons, sales and new product announcements

Reporting

- Dozens of detailed reports built-in
- Create your own reports using built-in report writer
- Extensive sales reports detail your sales down to the item
- Reports can be run for any date range and a variety of other criteria
- Generate reports by cashier, station, store or restaurant
- Break down reports by department and category
- Profit margin reports help you make better business decisions
- Discrepancy reports help spot theft

Inventory Maintenance

Customer Maintenance

Purchase Order

Add Items on the Fly

Employee Maintenance

Touch Screen Lookup

Login Screen

Gift Cards

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PC America Success Story

Airport Wireless, partnered with palmOne, has retail stores in airports around the country selling a wide variety of accessories for mobile phones, Palms, laptops and other portable electronics. Cash Register Express is used not only for its fast checkout but also to centrally track sales and inventory; all data is sent to corporate in real time allowing staff to monitor and react to stock levels and best sellers.

Different Editions

Standard Edition
- Includes all the features a retailer will need for a single store.

Enterprise Edition
- Designed for larger stores and chains of stores; it will synchronize all registers and locations in real time and uses the SQL Server database engine. The registers keep ringing even if the server is down.

Lite Edition
- Ideal for smaller stores with a limited budget, this version includes all the features of the standard edition except customer tracking.

"PC America's Cash Register Express POS solution provides Goodwill [industries] with fast checkout, back office functionality, purchase orders, warehouse distribution, gift cards and store credits. The new solution reduces check handling which saves time, eliminates employee error and reduces fraud."

- RIS News, May 2005 -

"PC America's solution was effective for a retail store. The simplicity of a touch screen is perfect for retailers since they experience a lot of turnover with cashiers and thus need to minimize training times. With that concept in mind, PC America further expanded the functionality of its touch screen feature."

- Business Solutions Magazine, May 2005 -

"PC America's secret to success is in taking time to understand customers-even working in their customer's establishments. Customers have certain things they want, and if you provide them they're happy. That includes personalized applications and support."

- VSR Magazine, October 2005 -

Let Us Be Your Expert

What You Need
The main components of a Point of Sale System:
- Cash Register Express
- A computer (we recommend all-in-one units or a Dell)
- Metrologic bar code scanner to quickly ring up items
- Epson receipt printer to print receipts and coupons
- A cash drawer to securely hold cash throughout the day
- Touchscreen

Options
- On-site installation
- On-site training—we will make you an expert and train your staff
- Customer loyalty cards
- Menu Programming

Call your PC America POS consultant today and we'll guide you to success.

1-800-Pc-America
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Second Floor| PO Box 1546
Pearl River, NY 10965
www.pcamerica.com

PC America is everyone's #1 Choice

"The register system gives us the opportunity to keep track of what's being sold throughout the day and from hour to hour. So the benefit for us is we can have more of a detailed account of what's going on in the store, what employees are doing, and who's doing what."

- Joela Campbell, General Manager at Trump Marketplace