

# ***Would you like an apple pie with that transaction?***

*Full motion colour video and high-resolution imagery is set to change how we use our credit cards.*

At a recent payment technology trade show in Paris an important change in the form and function of credit and debit card terminals was unveiled for the first time. New contactless card technology using radio frequency technology to transmit data to and from your credit card is being combined with a radical new terminal design. These new terminals are intended specifically for use in unattended or outdoor locations. The convergence of these new technologies will make the whole payment experience safer, easier and quicker.



*Storm's UPT 9000 includes a video display, contactless card reader module and illuminated PINpad. Hi-Res images available on [www.storm-interface.com](http://www.storm-interface.com)*

Imagine a card payment terminal that predicts your next purchase and screens video content or high resolution graphics to promote that purchase. For example; as you check into your hotel in Vegas the terminal asks if you would like tickets for that night's show. At the same time it screens highlights from the show on a bright hi-res display. The next day, as you check out, it asks if you would like to pre-pay for a cab to the airport and flowers sent to your spouse.

There are many applications for these interactive terminals, however it could be that screening clear and concise instructions, using animated graphics showing how to use the new technology, will provide the most powerful introduction to these new 'video-active' payment terminals. User instructions in the form of animated graphics have been shown to overcome most literacy and language problems.



The new 'Unattended Payment Terminal', from STORM Interface, promises all this and more. The UPT9000 is constructed to provide a tough, weather and vandal resistant payment terminal that can be located almost anywhere. It features an armoured interactive video screen and brightly coloured illuminated push buttons that make the terminal seem live and welcoming even on the darkest and wettest nights. Its first application will be in the fast food industry. A drive up restaurant chain in America plans to use active video content to reinforce its television advertising campaign and to promote the purchase of ice cream and other up-sell products. Using either a traditional

credit/debit card or one of the new contactless payment cards (recently launched by MasterCard and VISA) a customer pays for their meal order. A few minutes later, the terminal, which is located right next to the customer's car, shows tantalising video of the restaurant's latest dessert specials. The customer can add a dessert item to the meal order with a simple touch of a button or a wave of their card. It's just too easy!

Bringing visual merchandising and product selection to the point of payment has long been the holy grail of retail marketers. In the USA, payment terminals are already recognised as promotional tools. When paying for gas at the pump, the credit card terminal will display a question asking if you would like to purchase a car wash or a morning cup of coffee. Storm's UPT9000 is a logical but powerful extension of that up-selling feature. This radical evolution of the payment terminal could fundamentally change how the consumer behaves at the 'Point of Payment'. The P.O.P. now provides a powerful merchandising and sales opportunity. We predict that the new STORM Unattended Payment Terminal will quickly become a familiar icon of the urban and retail landscape.

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