

# Fact Sheet

## FUJITSU Impulse™

Smaller, faster, and cashless: The Fujitsu Impulse will help you keep customers moving in and out quickly, keeping queues low and sales high. It is the convenience store option you've been waiting for.

### Product description

The Fujitsu Impulse is the first self-service unit designed expressly for the convenience store environment. Its small size allows it to fit easily into a "snug" store environment, leaving as much room as possible for merchandise. But where it's small on size, it's big on presence. Wrapping options provide advertising for your vendors or your own brand and a suite of features turns the screen into a digital signage platform. The Fujitsu Impulse is fully geared to drive up sales. Every customer will get the personal touch they deserve, as our mobile management solutions allow your staff to assist customers when they need help, even when staffing is low. Most importantly, you'll always know how the units are doing with a full suite of reports and the rich unit health reports from the Fujitsu Integro lifecycle management tool.

### Solution

Fujitsu Impulse, an automated assistant, takes the pressure off your busy attendant by picking up the slack when queues are growing. As the first system designed specifically for the needs of the convenience sector, Fujitsu Impulse is easy to use, easy to manage, designed to maximize merchandising, increases advertisement space and promotes your brand presence in your retail environment.

### Features include

#### Fujitsu Impulse

The Fujitsu Impulse system gives shoppers exactly what they want: from an intuitive food interface that makes grab-n-go food a no-

lineup checkout experience, to simplifying pre-paying and post-paying in the forecourt. Fujitsu Impulse is designed to be installed anywhere, whether it's positioned prominently on a pedestal or flexibly integrated on a wall or installed on a countertop. It works great next to your coffee dispensers, your sandwich counter, or surrounding it on all sides by candy, gum, and mints to maximize your impulse item conversion rates.

- Contemporary interface vetted by our usability teams
- Intuitive browser for non-barcoded items like fruit, coffee, or firewood
- Suite of loyalty features to integrate with your existing CRM application
- Choice of several international languages
- Impressively designed with many usability features from purse shelves to bag racks
- Fully merchandised solutions available with help from front-end checkout specialists

### Service on the Fujitsu Impulse

The human touch is what makes your top-notch service what it is today, and Fujitsu Impulse gives your customers more service options and better service without increasing staffing levels. Our mobile management solutions give your self-service solution that human touch, by allowing your on-the-go employees to understand who needs help with what, even if those employees are already busy stocking shelves or managing bottle returns in the back.

### The problem

When convenience stores become inconvenient, conversion rates start dropping and retailers start to lose sales. Lineups at the cash register discourage busy customers looking to grab items and go—they will be more inclined to simply drop their items and leave.



Always on, always helpful, Fujitsu Impulse is ready for the rush.

This is possible because of its:

- Lightweight mobile attendant solutions
- Alerts to let an attendant know when it's out of paper or has an issue
- Integration with the Fujitsu Integro product, which means you'll never have to call the help desk

#### **Promotional impact**

Fujitsu Impulse maximizes your ability to offer promotional material for shopper consumption and is focused on reducing any negative impact that a solution might have on their bread-and-butter business of impulse sales.

With the Fujitsu Impulse station, you can:

- Change the multimedia theme on your own, without the need for a software release
- Show branded display promotional material when the screen is not being used to drive your brand, plug your newest special, or generate advertising revenue
- Deploy it with a custom wrap to complement your store's interior
- Take advantage of its intentionally small footprint to maximize space for product
- Benefit from its low cost/low maintenance impact on your bottom line, while our featherweight solution does the heavy lifting in terms of high throughput
- Let the flexible software solution adapt to your promotions, so you don't have to

#### **Check your Impulse**

Statistics and detailed reporting on many facets of the orders that are processed will provide an in-depth analysis to assist you in defining your sales strategy. Check your Impulse with the Fujitsu full suite of operational reports or see how your fleet is doing with our Fujitsu Integro lifecycle management tool. Reports that can be generated are:

- Fleet health and asset tracking reports
- Credit slip reports
- Attendant intervention reports
- Access control reports
- Transaction reports

You can view reports in the store, remotely, or load them into your existing business intelligence tool (for example, Fujitsu Retail Analytics Suite).

# Technical details

## Dimensions / Weight

Width	from 376.9 mm (14.84 in) to 610.7 mm (24 in), depending on configuration
Height	from 514.4 mm (20.3 in) to 570.8 mm (22.47 in), depending on configuration
Depth	302.6 mm (11.92 in)
Weight	(excluding EFT), from 20.5 kg (45.1 lb.) to 29.9 kg (65.9 lb.), depending on configuration

## TP7K All in One (AIO)

### Temperature °C (°F)

Operating	0°C ~ 40°C (32° to 104°F); 15°C/Hr (59°F/Hr) (Non-Condensing)
Not Operating	-5°C ~ 50°C (23° to 122°F); 15°C/Hr (59°F/Hr) (Non-Condensing)

### Humidity (%) (RH, Non-Condensing)

Operating	10 ~ 90% (Non-Condensing)
Not Operating	8 ~ 95% (Non-Condensing)

Scanner	Honeywell® 3310G Area Imaging Scanner (Barcode Scanner)
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## Scanning Performance

Decode Capability	reads standard 1D, PDF, 2D, Postal and OCR symbologies.
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## Printer

Internal	Fujitsu CT11, Single Station, Thermal Printer, 80mm paper
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## Fujitsu retail solutions

### Fujitsu Retail Suite

Fujitsu Retail Suite provides retailers with a broad portfolio of solutions to better enable them to implement customer loyalty programs, increase customer service, and implement cost effective stored value card management solutions.

### Point-of-Sale Peripherals

Fujitsu offers a full range of peripherals designed for ultimate serviceability and manageability. We've combined user-friendly design with best-of-breed hardware to create the components you need to keep your operations running smoothly.

### Point-of-Sale Hardware

Fujitsu point-of-service solutions come in a variety of form factors including compact all-in-one and traditional POS controllers. All are highly configurable to ensure the ideal feature/functionality/price fit for each retailer's unique requirements. TeamPoS® systems meet the demanding needs of today's store operations, from standalone point-of-sale to mission-critical applications.

### Self-Checkout Systems

The Fujitsu U-Scan Genesis line offers retailers flexibility, scalability, reliability and usability. Advanced features include high capacity, space saving footprint, ATM-style "follow me" LED lighting, and "above scanner" bill and coin accepting/dispensing.

### OEM/ODM Products

A global leader in electronics manufacturing services, Fujitsu provides integrated services and solutions to support original equipment manufacturers and original design manufacturers operating in the automotive, communications, computing, consumer, industrial, medical, retail and financial sectors.

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## Fujitsu green policy innovation

Fujitsu Green Policy Innovation is our worldwide project for reducing burdens on the environment. Using our global know-how, we aim to resolve issues of environmental energy efficiency through IT. Please find further information at: [www.fujitsu.com/global/about/environment/](http://www.fujitsu.com/global/about/environment/)



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