

A stylized blue graphic above the word 'utopia' consisting of several curved lines that resemble a mountain range or a stylized 'u' shape.

# utopia™

*check **it** out™*



Everyday more and more customers are demanding the convenience and control of self-checkout. Now **you** can afford to offer it to them."

Phil Lempert "Supermarket Guru"

# “I’ve tried Fujitsu and I can tell you, Utopia is better in every way imaginable.”

Henry J. Bykerk: IT Director Strack & Van Till

Strack & Van Till, one of the nation’s leading independent grocers knew that to compete with the big national brands they needed to offer their customers the convenience and control of self-checkout. Strack & Van Till selected the Utopia solution because its simple and innovative technology provides a better customer experience.

Utopia’s customer friendly design, smart and simple programming and Delayed Mediation Technology™ is delivering the lowest self-checkout cashier intervention rate in the nation - under 11% versus the national average of 140%! This means faster transactions and happier customers.

With more than 50% of consumers preferring self-checkout, everyday, more and more independents are moving to a self-checkout solution that allows them to have the best front-end customer service and increased profitability.

With Utopia you can affordably provide your customers an even better self-checkout experience than they receive at major national chains.

## **With Utopia you have options!**

- Utopia is Plug-and-Go self-checkout
- Utopia works with and without POS systems
- Utopia is PCI compatible
- Utopia gives grocers of all sizes the flexibility to optimize their front-ends
- Utopia even works with your current lanes and hardware
- Utopia is scalable and can even work as a stand-alone cash register
- Utopia is very user friendly and requires little special programming and no dedicated IT professionals
- Utopia is available in colors to match your store décor
- Utopia will help with your loss prevention program



“Research shows that a majority of today’s grocery shoppers prefer self-checkout to a cashier assisted checkout experience. The Utopia self-checkout solution is simply the best way for independents to offer self-checkout.”

Phil Lempert: “Supermarket Guru”



You’ve never seen a self-checkout solution like Utopia.

Convenience, control and less waiting are what grocery shoppers are looking for. Self-checkout helps you meet these consumer demands and Utopia is simply the best way for you to give your customers what they want.

Utopia is the only Plug-and-Go self-checkout solution that is smart, simple and affordable. Utopia software is built on an open architecture platform to work with or without your current POS systems and peripherals. Utopia communicates into and from any existing POS platform and can even be used as a stand-alone cashier manned register.



“Imagine every checkout lane open and employees who work 24/7/365 without breaks and provide service that customers love for only \$300.00 per month. That’s Utopia.”

Phil Lempert: “Supermarket Guru”

It’s never been this easy to provide the self-checkout experience to your customers. Utopia uses Microsoft based programming so it is the smartest, most flexible, easiest to install and easiest to use self-checkout system on the market. Additionally, Utopia can use your existing hardware and can easily be programmed to work with any new hardware or software you purchase in the future.

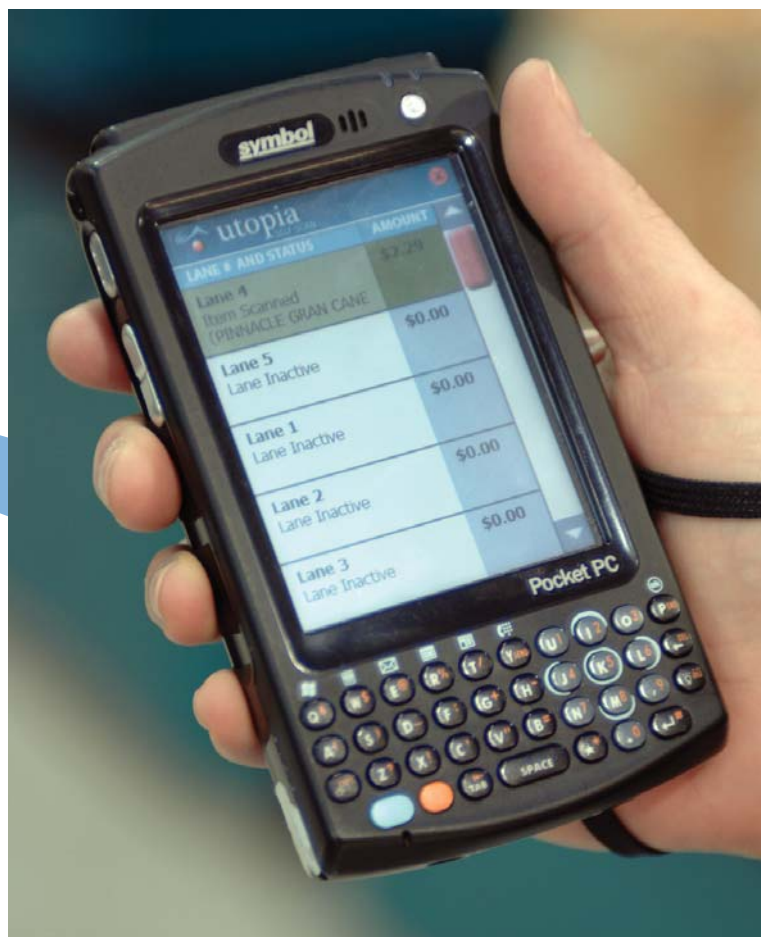
Utopia is PCI compatible and is the only self-checkout solution to offer Delayed Mediation Technology™ so ID verification doesn’t slow down the checkout process.

Utopia gives you store-level control via user-friendly embedded soft programming to easily make changes and updates, Advanced Redundancy Technology™ so the

register will work even if your POS system or back office system are down, biometric security and VPN monitoring via the internet to allow 24/7/365 system and hardware maintenance and problem resolution.

Utopia is also the first self-checkout system with Banknote Recycling, which combines the functions of a traditional bill acceptor and dispenser into one device, reducing cash flow needs by over 70% and speeding up the daily cash management functions.

Utopia is the only self-checkout solution that works with your current lanes and hardware and the ergonomic design is available in any color to match your store decor.



“Utopia has given us the flexibility to keep all our lanes open, all the time. It takes just seconds to convert from a cashier operated lane to a self-checkout lane.

Stephen Reed: President, Houchens IGA



The Utopia Solution is the first solution designed specifically for independents. Irrespective of the size of your business, the Utopia solution is adaptable and cost-effective.

With as little as \$5,000.00 more than the cost of replacing your old traditional checkout lane, you can be experiencing all the operational and profit benefits of self-checkout.



“Finally a way to offer all the customer and operational benefits of self-checkout to all grocers. If it were my supermarket, I’d have no hesitation moving to the Utopia self-checkout solution.”

Phil Lempert: “Supermarket Guru”

# “Paper or plastic? How about wood, metal or both?”

Phil Lempert: “Supermarket Guru”

From ready to ship lanes to self-checkout, Pan-Oston is leading the way with smart front-end solutions built around the needs of you and your shoppers.

For over 40 years, Pan-Oston has been an industry leading designer, developer and manufacturer of retail checkout experience products like lanes, counters, cash wraps and self-service checkout solutions as well as a broad range of custom retail display fixtures and fittings.

Pan-Oston is proud to deliver superior quality, well manufactured and high value American made products to retail brands like SuperValu, IGA, Target, Wegmans, Best Buy, Giant, Kohl's, Walmart, Staples and many more.

Pan-Oston has a front-end, merchandising or display solution that is just right for you – from standard metal or wood checkout lanes that are ready to ship like Reddy and Vantage to custom designed counters and fixtures for bakeries, floral departments, pharmacies, food service, tobacco and alcohol and more.



At Pan-Oston, we do more than just manufacture products. We offer a full range of turnkey professional and technical support services to ensure that all your Pan-Oston checkout lanes and store fixtures and fittings optimize your customers shopping experience:

- **R2 installation** – rapid and reliable assembly and installation that ensures everything is fully functional and operating
- **Site surveys** – fixture solutions meet your expectations
- **Design** – you can unique, new and practical solutions
- **Preventive Maintenance** – maximizes the return on your store fixture investment.
- **On-Site Repairs** – trained service technicians minimize downtime
- **Customer provided hardware integration** – effectively using your current assets
- **Stocking & Store Package Consolidation** – maximum value and efficiency





“When it comes to self-checkout, it’s time for independent grocers to get off the fence.”

Phil Lempert: “Supermarket Guru”

"Our size and flexibility allows us to work with independents in a way that larger less flexible companies can only dream of."

John Kelly, CEO, Pan-Oston

"We've had several customers say our self-checkout is very user-friendly and seems to be easier to scan than ones they were familiar with at Walmart."

Don Davis, IGA, Morgantown, KY

"I was frustrated with not being able to easily make changes and to control my self-checkout system. Now, I can make changes across the entire system in minutes, not days and for free instead of costing me thousands."

Henry Bykerk, Director, Information Systems, Strack & Van Til.

"Before Utopia, independents had no way to offer their customers a self-checkout option. Utopia can help increase your customers loyalty, increase your profits, and reduce you overhead costs."

Jim Vance, President, Pan-Oston

"Today was the first time since I have been confined to a wheelchair that I could use the self-checkout by myself because I could reach everything to complete the transaction."

Strack and Van Til customer, Schereville, IN

"Less than 15% of transactions through our Utopia self-checkout lanes require cashier intervention. The industry norm for cashier intervention is 140%."

John Blankenship,  
Utopia Program Manager

"Utopia is simply the best self-checkout solution available at any price."

Phil Lempert, The Supermarket Guru

"Pan-Oston has been a leader in supermarket checkout lanes for over 40 years and were making the investments we need to be the leader for the next 40 years."

Terry Scariot, CEO, Pan-Oston

"Installing the Utopia self-checkout solution was easier than we expected and working with Pan-Oston has been a pleasure."

Stephen Reed, Houchens IGA



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