

# M series

the new concept in retail system scales

*The Avery Berkel M series retail scales offer powerful features and flexibility to suit any retail environment; wireless or Ethernet networking, custom label graphics, fast printing – and much more.*



**Avery Berkel**

*retail and food service weighing solutions*

# M series

**The Avery Berkel M series takes the counter scale to a new dimension. Everything about this benchmark range, from its powerful memory to its advanced printer, is a giant leap forward from existing technology.**

The M series offers many innovative features—all designed to enhance your customer service, your in-store efficiency and your profits. However, the most important element in its development was the research we carried out into retailers' needs. The result is a counter scale that delivers the retailing solutions our customers asked for—with no compromise.

◆ **Powerhouse processor**

The M series features a 32-bit Motorola PowerPC™ microprocessor, 12 megabytes of graphics memory and up to 8 megabytes of memory for product data.

Each scale can store every PLU, which means the separate departmental configuration is no longer necessary. This makes the management of the network simpler and much more cost-effective.

Our sophisticated 'flash memory' enables future upgrades, such as Nutri-panel regulations or carcass tracking, to be remotely re-programmed as and when changes in legislation are implemented.

◆ **Tactile, customized keyboard**

The more user-friendly the keyboard, the more efficient the customer service, which is why the M series has a truly 'tactile' keyboard, designed to improve operator feedback. The keyboard legend is available as a pre-printable, customized overlay that fits into an easy-to-clean plastic pocket.

◆ **Security and remote control**

With our MX050 Utility software the M series can be monitored in real-time from anywhere in the store system or remotely from HQ. In addition as a hands-on training tool, the MX050 can be used to remotely teach operators.

◆ **Backlit display**

Equipped with the latest backlit, dot matrix LCD technology, the M series ensures that customer information and prompts are easily visible under any conditions. The contrast of the display can be independently adjusted for customer and vendor.

◆ **Cloning**

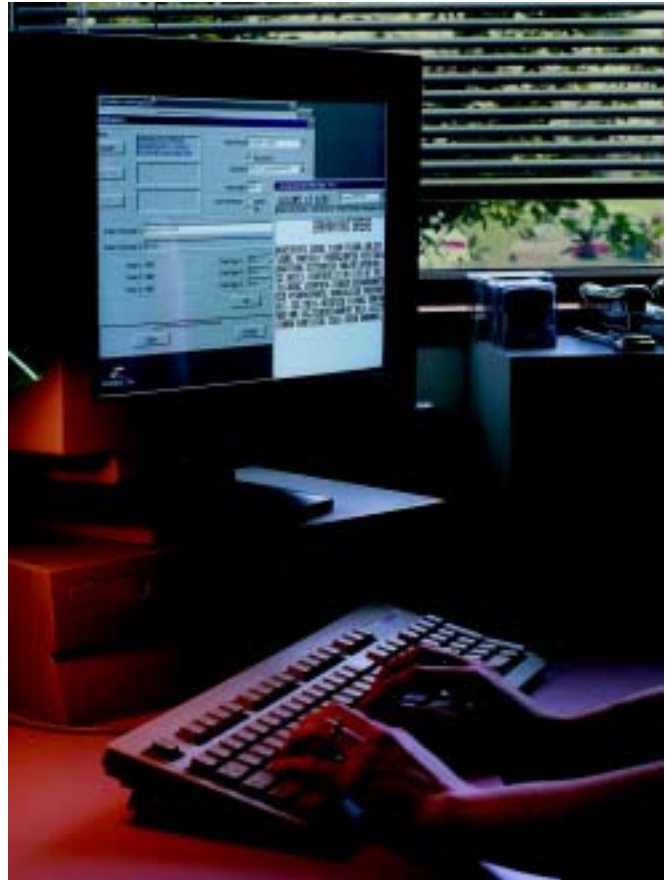
The Cloning feature allows you to put a new scale on the network and then clone it (make a replica) from another existing scale. Thus, application software, PLUs, label formats, preset keys, etc., all will be copied exactly from the original scale. A new machine can be set up in minutes.

◆ **Stylish designs for every application**

The M series offers the broadest range of stylish models to suit your market and store design—including one-piece scales, head-up displays, two-piece models with receipt and label printing functionality, hanging scales, pre-pack printers and self-serve options.

◆ **EAN Ready for 01/01/2005**

Our M series scales are fully ready for the EAN barcode regulations due on 01/01/2005.



MX400 Management Software showing WYSIWYG text editor.



**top left:** high-speed label printer allows twice the standard number of labels on a roll and also offers a quick-change cassette option.

**top right:** M100

**above left:** quick change printhead; only one screw needed.

**above right:** M202 features a double-sided tower display.

**left:** backlit, high-visibility display

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total integration with Ethernet or 802.11 – the choice is yours

## ◆ All the right connections

Scale communications are provided by the industry standard Ethernet networking, ensuring that the entire range is compatible with all the latest retail equipment. System faults can be traced within minutes, while maintaining full operational control. The standard TCP/IP protocol used enables remote communication from the head office, including access to diagnostic information.

## ◆ RF communications

Systems may also be networked via Spread Spectrum (802.11) Radio Frequency communications. This eliminates the need for network cabling and allows scales to be easily relocated within the store.

## ◆ Links to CX and MP series

The M series is designed to operate with existing Avery Berkel CX retail scale systems, with or without PC control of the network. It can also be linked to the new MP series of PC-based system scales.

## ◆ Autoconfigure

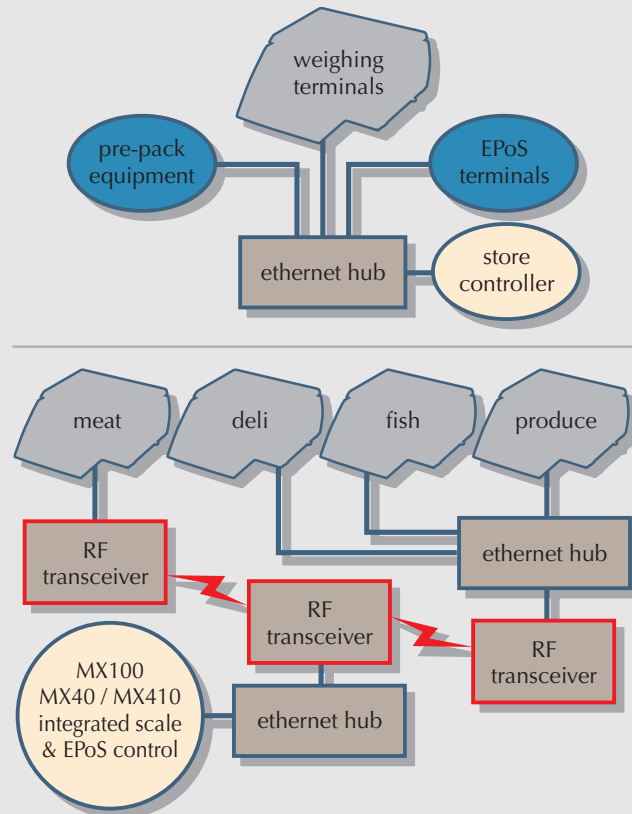
The M series features an integral Autoconfigure function that enables networks to be automatically configured, speeding up installation and network modification. Up to 31 scales per department can be networked together in a few minutes.

## ◆ Storewide scale interface: MX100

MX100 is a modular software system, which provides integrated, centralized control of weighed and non-weighed products throughout your store. The package shares your existing management system information and operates on a variety of industry standard platforms. It offers control over pricing, PLU data, and bar codes, while totaling collection and on-line transaction information, helping you to reduce costs, control shrinkage, increase turnover and improve customer service.

## ◆ Microsoft® Windows®-based store and head office management information system MX400/MX410

A flexible Microsoft® Windows®-based software package that provides total in-store control of your weighing and printing machines. Designed to complement existing store management software, this user-friendly package features 4GL and RDBMS to ensure the security of all programmed data. Operates on Windows® operating systems.



### top: Ethernet Communications

Communications is provided by the industry standard Ethernet networking, ensuring the entire **M series** range is compatible with the latest retail equipment.

### bottom: 802.11 Communications

Radio frequency networking eliminates the need for system cabling-allowing easy relocation of the scales throughout the store.

**MX400** enables in-store management of product data, scale configuration and reporting on totals, sales and profitability. It also includes comprehensive label editing functions, with WYSIWYG label text entry and a label design module.

**MX410** extends this functionality to provide head office control of scale systems throughout your business, including remote stores.

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save time and money with M series' exceptional printing abilities

◆ **Faster, cheaper label printing**

Any innovative counter scale must incorporate a truly excellent printer—and the M series printer is remarkable. It allows twice the standard number of labels on each roll, with no height increase, and also offers extra width. This enables portrait and landscape labels to be printed, while increasing the number of labels on a roll. As every retailer knows, fewer roll changes significantly reduce downtime and increase levels of customer service and improve profitability.

Print speed is another major advantage: The M series maintains an impressive 4 inches per second print speed, even when printing the most detailed logos and graphics.

◆ **All the graphics you need**

*During an average lifetime, a counter scale may consume up to six times its original value in pre-printed labels.*

The M series has been developed to deliver outstanding print capability on thermal paper, thus avoiding the expense of pre-printed labels altogether. The scale combines superb graphics quality with innovative label design software, enabling you to produce professionally presented labels with the minimum of cost.

◆ **Ready to go straight out of the box!**

The M series can be pre-loaded with up to 800 standard products from various departments. This eliminates the time consuming set-up and programming of the scale. You can start using the scale 'out of the box', and the only thing you have to do is set your prices.



this area will be trimmed

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## ◆ Weighing Capacity

30 lb x 0.01 lb  
50 lb x 0.01 lb

## ◆ Processor

32-bit Motorola Power-PC™ microprocessor.

## ◆ Program Memory

12 Mb 'Flash' memory, re-programmable via Ethernet network.

## ◆ Data Memory

*Standard RAM:* 1/2 MB static (battery backed)  
*Standard PLUs:* Approximately 1,200  
*Optional RAM:* 1 MB, 4 MB or 8 MB  
*Options PLUs:* 6,000 to 10,000 PLUs

## ◆ Displays

*Vendor and Customer:* Custom design backlit LCD.  
Four numeric sections and dot matrix panel  
Contrast adjustment.

## ◆ Cassette Printer

*Type of printer:* Direct thermal  
*Cassette loading:* 4.7" diameter roll. Label or continuous receipt paper.  
*Print width:* 2.3"  
*Label width:* 2.3"  
*Print speed:* 4"/sec  
*Label formats:* Soft.  
*Paper Type:* Richo 130 or equivalent. Please refer to 'Thermal Label/Receipt Material Specification' sheet.  
*Diagnostics:* 'Code Checker' auto-detect and reporting of printhead faults. Quick change printhead module.  
*Printhead:* Special protection coating.

## ◆ Agency Approvals

Legal for Trade  
NTEP Class III scale  
USA COC# 00-057



## ◆ Keyboard

65- or 117- key keyboard, including 40 or 92 programmable keys

*Standard:* Flat, tactile keyboard

*Options:* Button-style rubber overlay. Self-service keyboard (M 300)

## ◆ Interfaces

Two x 9-way D-type RS232 ports available on most models (DC power available)

*Options include:* Bar code scanner

## ◆ Inter Scale Communications

Ethernet 10 Base-T (10 Mb/sec. data transfer) with RJ45 connector. TCP/IP communications protocol. Network resilient backup

## ◆ Host Communications

Ethernet TCP/IP interface, compatible with Berkel MX100/MX400/MX410 packages. Compatible with 802.11 spread spectrum, RF networks. CX scale interface and MP series scale interface

## ◆ Power

110 VAC @ 1.85 Amps



retail and food service weighing solutions

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As we continually strive to improve our products, specifications are necessarily subject to change without notice. Product complies with F.C.C..

