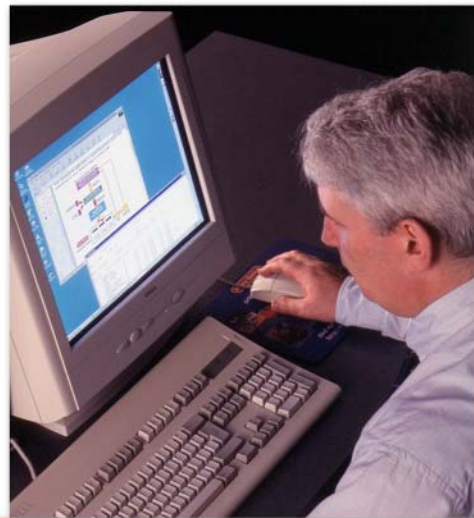


# MX400

## in-store scale management system

*MX400 is a flexible Microsoft® Windows®-based software package that provides total **in-store** control of your weighing and printing machines. Designed to stand alone or to complement existing store management software, this user-friendly package features a highly resilient database to ensure the security and integrity of all your critical trading data.*



**Avery Berkel**

*retail and food service weighing solutions*

# MX400

This “Open” database allows access to important sales data management for in-store reports. This extremely scalable database architecture is limited by your hardware only. There is no need for a costly database administrator. Roll-back features offer near Zero Database Administration costs. This database is supported on many operating systems further protecting your investment in your IT infrastructure.

A dedicated scale management system providing functions generally not found in retail business management software (such as extended text editing and label design).

MX400 can be easily integrated with your existing in-store/WAN infrastructure and is adaptable to ongoing business and technology change. This scalable solution fits all types of retailer, from a single specialty store up to large multiple supermarkets. This protects your investment in the solution.

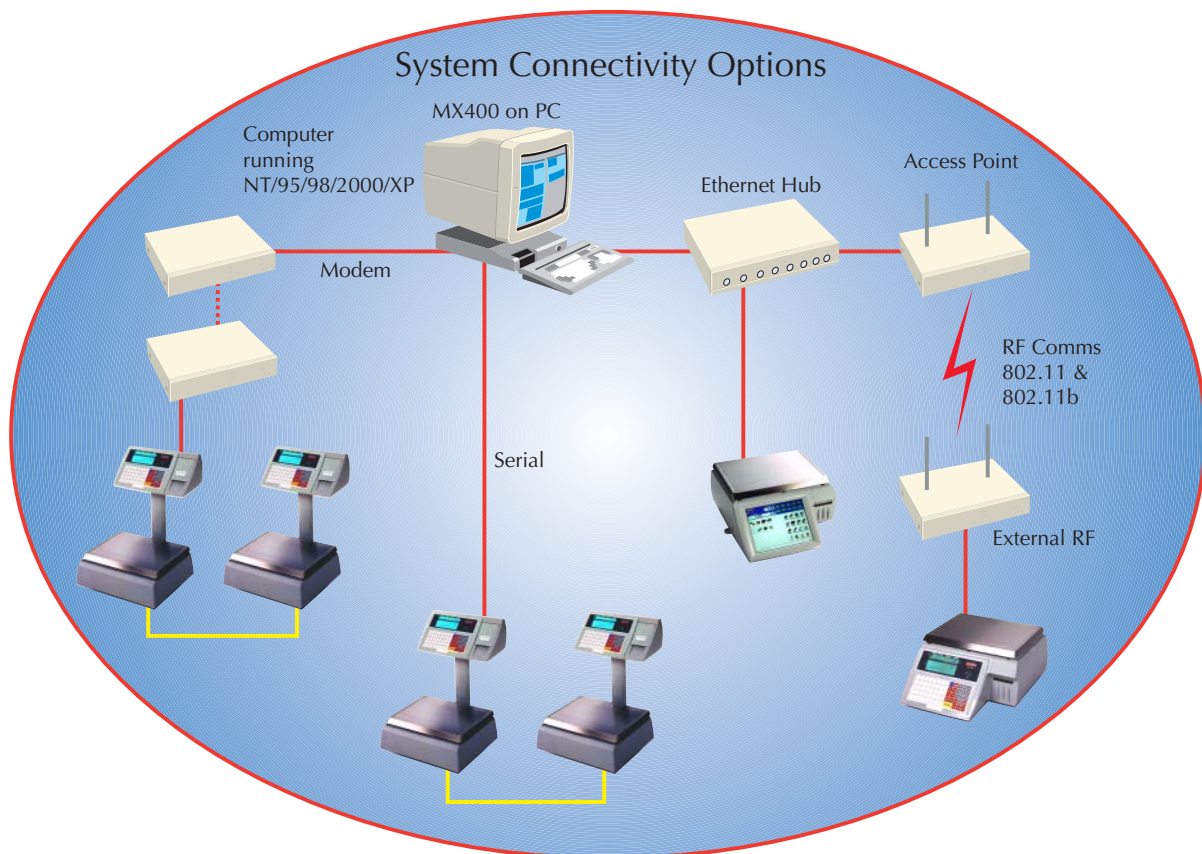
## Effective product and price management

Provides centralized control of prices or supplements your existing centralized product data management system with in-store product amendments. Only enter the data once.

Full product search and selection facilities speed up your use of the system. Rapid price changes with the ability to update your in-store scales immediately. A product copy feature facilitates a reduction in programming time and reduces errors. Need to change a single field in a large number of products? No problem with the ‘global edit’ feature.

Programming your costs and required margins provides you with an immediate reference on profit margins and profitability.

Many types of product related promotions supported, enabling the sales of more product to your customers.



In-store product changes may be monitored centrally.

Also eliminates scanning errors as product identification codes come from primary data system, in essence seamlessly integrating your scales with your EpoS system.

Aided by integration specialists to ensure that any integration with your existing information systems proceeds smoothly.

Automated promotional price batches. Just schedule them and let them go. Includes auto-revert.

### **Supplement product data with other scale data**

Use MX400 to configure individual machines in your store or associate various types of data with your products. Set up once and MX400 ensures that the right data reaches the right scales.

Reduce your in-store labor costs as there is no need to train operators on programming the scales.

### **Global reach**

Localized for many different languages throughout Eastern and Western Europe and the Americas, Global retailers use MX400 as the application for every store worldwide resulting in a reduction in their training costs. Different users can logon and work in the language of their choice.

### **Unattended operations**

Set up scheduled tasks that may be carried out outside of normal trading hours, e.g. Import Product Data from your primary product management system and supplement with additional scale specific data; Extract Product Data for monitoring centrally; update your Scales and printers with new products or amended products; Recover Totals from Scales or backup the data files in your database.

### **Multi-scale support**

Complete control of all your various scales and printers (Counter scales, self service, bakery printer, auto prepack.) ensures that you can take advantage of all the features resident in your in-store scales/printers maximizing the use of your assets. For example, program keyboards remotely ensuring that the scale operator has fast access to top selling products, take advantage of the merchandising features resident in your scale, adverts,

label formats, use of graphics etc., enhancing your product presentation methods.

The labels produced by your scales and printers are valuable Merchandising tools. Take advantage of scale specific labelling capabilities to enable you to stand out from the competition and provide a compelling message to your customers across your business.

Various advertising mechanisms, scrolling messages, messages on labels, full screen graphical images on MP scales. All can be set up.

### **Product traceability**

To ensure conformance with traceability regulations, MX400 provides the ability to both manage the carcass data required by the scales to ensure the consumer labelling information requirements are met and also provides a 'Bovine Traceability register' providing full history of product that has passed through your store.

Reporting Profit Margin Analysis. A full breakdown of product sales, including margin contribution for helping with decisions on your product mix.

Cash Reports to aid in managing your financial position and help with banking.

A published database interface provides you with the ability to further analyze data and present the data in the format of your choice using common desktop tools, e.g. Microsoft Excel and Access or Crystal Reports.

### **Ease of use**

Users quickly become familiar with the consistent windows interface. Access to only those functions required ensures concentration on functions of value to business. Menus and toolbars may be tailored for individual users.

Professional trainers can help you get the best out of your system.

Supporting all the common communication topologies including serial, TCP/IP, modem and RF wireless networks enabling easy relocation of in-store scales and printers.

# in-store scale management system

## SYSTEM REQUIREMENTS

### ◆ Hardware

Minimum 233/Pentium processor  
Minimum 16 MB of RAM. 32 MB recommended  
Minimum 180 MB hard disk space  
SVGA monitor (800 x 600 resolution minimum)  
CDROM drive for installation  
Mouse  
Ethernet card installed and configured for TCP/IP

### ◆ Optional

Graphics/sound card for media  
Modem for remote store connection  
Network or local printer connection for hard copy reports  
Tape streamer or second hard disk backup is recommended to ensure complete database security and optional remote support (subject to support agreement)

### ◆ Operating System

Microsoft Windows NT, 95, 98, ME, 2000 or XP  
*Note:* This is a full 32-bit product and does not support earlier versions of Microsoft Windows products

### ◆ System Interconnections

For detailed system connection information, please refer to the Host Connectivity Guide

### ◆ PC Configuration

It is important, to ensure correct and reliable operation, to follow the installation notes provided with the software when installing the software and configuring the PC



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As we continually strive to improve our products, specifications are necessarily subject to change without notice.

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