



**Our Solutions. Your Success.**



WE ARE YOUR  
**Kiosk Solutions**  
PROVIDER

Optical Phusion, Inc.

**KIOSK AND PRICE CHECKER  
SOLUTIONS**



## THE OPI FAMILY OF KIOSK & PRICE CHECKER SOLUTIONS

We are Optical Phusion (OPI), and our family of interactive kiosk solutions are custom designed to meet the needs of businesses like yours that insist on providing an excellent client experience and strive for optimal efficiency.

OPI kiosk solutions offer unparalleled benefits. Each OPI solution combines our products and industry-leading hardware from our partners with professional services and support to create a solution perfectly tailored to your needs.

### ARE KIOSKS RIGHT FOR MY COMPANY?

And are they right for my customers? The answer is a resounding **"Yes!"** Kiosks have been proven to increase sales, boost employee productivity, and, most importantly, enhance customer experience, improving the chance of repeat visits.

#### CONVENIENCE



The primary purpose of kiosks is self-service, allowing people to quickly and easily perform tasks on their own and avoid waiting in lines.

#### PROMOTION



Kiosks are the ultimate promotional tool. Interactive screens display eye-catching videos and other promotional material.

#### LOYALTY



Kiosks can be used to display information about your loyalty program. Customers can look up current offers, print coupons and enroll in the loyalty program.

#### ...AND MORE!



Wayfinding, information, customer feedback, screening, employee timeclock and new applications... the kiosk possibilities are endless!



### KIOSK SOFTWARE

OPI has a variety of software options that run on our Kiosks and Price Checkers, including PK9, our Price Checking application, and Video6, a promotional video content management application.

### COMPLIANCE

All OPI Kiosks and Price Checkers are built, mounted and placed to meet ADA requirements for height and reach limits and floor space requirements. OPI can also ensure your kiosk or price checker solution meets any requirements for your state's consumer protection or price disclosure laws.





## CONVENIENCE AT YOUR FINGERTIPS

### CREATING AN OPI KIOSK OR PRICE CHECKER SOLUTION.

Every kiosk and price checker solution we create is custom engineered for your project and your business needs.

#### BRANDING & SIGNAGE SERVICES

Kiosk and Price Checker Solutions are branded inside and out - Kiosk enclosures are custom designed in any color. Branded decals can also be applied to enclosures and bases. All applications that run on the display are custom branded as well.

#### DISPLAY OPTIONS

The interactive touch screens on OPI Custom Kiosks come in a variety of sizes and different kinds of touch screen technology depending on your kiosk's functions and locations. Price Checkers can include touchscreen monitors or out-of-the-box interactive Kiosk devices with built-in scanning capability.

#### INTEGRATED SCANNER

Scanners integrated into our kiosk solutions are able to scan 1D and 2D barcodes, loyalty, drivers licenses and even barcode information displayed on a smartphone screen.

#### INTEGRATED PRINTING CAPABILITY

Printers are a vital component within kiosk applications. Customers can print out receipts, coupons, product information, and more. We have a variety of integrated Kiosk Printers available.

#### INTEGRATED AUDIO

OPI Kiosks and Price Checkers can include built-in speakers that support stereo sound for audio with promotional videos and voice prompts.

#### HIGH STABILITY BASES OR MOUNTINGS

Kiosks and Price Checkers can be wall mount, counter top or free standing units. Pole mounts and bases can make free standing kiosks easy to move to new locations. Some bases and stands have internal pilot holes in the base to prevent forward tipping.

CUSTOM KIOSKS

PRICE CHECKERS

## OUR DIFFERENCE

The culmination of OPI Professional Services is our Solution Lifecycle Management. OPI's end-to-end approach ensures the long-term success of our solutions.

### MAINTENANCE & REPAIR

- System Monitoring - Reporting and Auditing
- Field Services for on-site repairs when needed



### SUPPORT

- Help Desk troubleshooting
- Training associates
- Review of basic maintenance



### POST-DEPLOYMENT

We will assign engineers to proactively monitor all deployed hardware at any scale. We will make sure that all hardware performs to expectations, and, if it doesn't, we will repair or replace.

### EVALUATION & PLANNING

- Business evaluation and goal setting
- Strategy development for kiosk roles
- Hardware & software review and design



### PRE-DEPLOYMENT

OPI assigns an experienced Account Manager to help develop a complete, robust, easy-to-deploy, serviceable kiosk solution based around your business' needs.

### SOLUTION DESIGN

- Housing or Mounting design
- Signage design
- Optimal locations selection
- Budget and timeline planning



## OPI SOLUTION LIFECYCLE MANAGEMENT

OPI is your partner throughout the entire lifecycle of your kiosk or price checker solution.

### PRODUCTION & TESTING

- Software development
- Kiosks assembling and testing
- Current system and network assessment and updates



### DEPLOYMENT

Once the solution is developed, it will be quickly deployed. All project details will be addressed, including software and hardware assurance and securing wireless networks.

### SHIPPING & INSTALLATION

- Package, transport and delivery of kiosks
- Staging - custom software & settings
- Install kiosks & signage, test on-site



# About Optical Phusion, Inc.

**Optical Phusion, Inc. (OPI)** is an award-winning kiosk and enterprise mobility integration company that helps customers manage the entire lifecycle of kiosk and wireless technology projects with application-based solutions for a range of markets specializing in retail, supply chain and field sales organizations. OPI has implemented a variety of Kiosk systems for promotional Video presentation, Coupon Printing, Loyalty Registration and Price Verification. OPI's creative kiosk designs, quality manufacturing and experience with critical components will deliver a responsive solution to your needs, with reduced total cost of ownership (TCO) and greater return on investment (ROI).

