



## PayPoint® for iPad

PayPoint – Your truly all-in-one point of sale system.

Deploy your favorite PayPoint certified point of sale software on a stylish all-in-one platform that integrates a flip-to-sign touch screen, barcode reader, cash drawer, receipt printer, and customer-facing display.



### Key Selling Points

### Top Reasons to Choose Elo

- Ease of setup, all-in-one, sleek design
- Connections include Bluetooth 4.0 and USB 2.0 connectivity for EMV payment terminals and other POS accessories/peripherals
- Made for iPad certified – robust iOS platform
- iPad fits directly into unit – one screw to lockdown
- Display offers flip design for customer interaction to include tipping, loyalty programs, and credit card signature
- Mag stripe reader is fully integrated into the design providing a secure and stable experience

### Target Accounts



Retail  
(POS/POI)



Hospitality



Quick Serve




### Handling Objections

What you hear	Your response
Can I use any POS software?	Only PayPoint certified software may be used with the PayPoint device. Elo provides a SDK for ISVs to integrate their software to the included peripherals within PayPoint. For more information, please contact your Elo Sales Representative.
Do you have a 3" printer?	We have found that most customers like the option of emailing a receipt or no receipt at all, and that 2" printer works for most retail environments. A Bluetooth printer can be integrated with ease if a larger printer is needed.
Do you have a 2D scanner that processes QR codes?	The PayPoint scanner is 1D and works for barcodes and handheld items. If needed, the camera on the iPad can be used to scan QR codes, or you can use a peripheral Bluetooth scanner interfaced with the iPad.
Do you offer any cross promotional marketing support for the product?	Once an ISV is a certified PayPoint software provider, Elo will explore joint marketing opportunities to promote the product.
How difficult is it to insert/release the iPad from PayPoint and can you fit all iPad sizes?	The iPad fits into PayPoint easily connecting to the 8 pin connector. The unit is shipped with three trays to accommodate iPad4, iPad Air or iPad Air2.

# Competitive Edge

Competitor: Powa POS	Competitor: Star mPOP	Competitor: Revel POS and Stand	Competitor: Square Stand	Competitor: Heckler Stand
<b>Elo Advantage</b>	<b>Elo Advantage</b>	<b>Elo Advantage</b>	<b>Elo Advantage</b>	<b>Elo Advantage</b>
<ul style="list-style-type: none"> <li>Sleek design and integrated look with iPad</li> <li>Ease of setup, plug and play design</li> <li>Cash drawer and CFD included (Powa POS does not have)</li> </ul>	<ul style="list-style-type: none"> <li>Ease of setup, plug and play design</li> <li>CFD and scanner included, cable for weight scale, spacious and functional cash drawer</li> <li>Sleek design with integrated hardware (wired connections to peripherals)</li> </ul>	<ul style="list-style-type: none"> <li>Ease of setup, plug and play design</li> <li>All-in-one, sleek design</li> <li>Simple inventory control and support for resellers – reduced skus and no need for stocking all the peripherals</li> </ul>	<ul style="list-style-type: none"> <li>Ease of setup, plug and play design</li> <li>All-in-one, sleek design</li> <li>Simple inventory control and support for resellers – reduced skus and no need for stocking all the peripherals</li> </ul>	<ul style="list-style-type: none"> <li>Ease of setup, plug and play design</li> <li>All-in-one, sleek design</li> <li>Simple inventory control and support for resellers – reduced skus and no need for stocking all the peripherals</li> </ul>
<b>Competitors Advantage</b>	<b>Competitors Advantage</b>	<b>Competitors Advantage</b>	<b>Competitors Advantage</b>	<b>Competitors Advantage</b>
<ul style="list-style-type: none"> <li>2D remote scanner and 3" printer – PayPoint has 1D scanner (2D scanner through camera) and 2" printer</li> <li>Lower cost</li> </ul>	<ul style="list-style-type: none"> <li>Star is a standard for mobile POS, many connections into ISV community and easier integration for ISV</li> <li>Lower cost</li> </ul>	<ul style="list-style-type: none"> <li>Lower cost of entry</li> <li>App community provides many functions for the software</li> </ul>	<ul style="list-style-type: none"> <li>Lower cost of entry</li> <li>App community provides many functions for the software</li> </ul>	<ul style="list-style-type: none"> <li>Lower cost of entry</li> <li>App community provides many functions for the software</li> </ul>
<b>Competitors Disadvantage</b>	<b>Competitors Disadvantage</b>			
<ul style="list-style-type: none"> <li>Requires multiple cables and connection to cash drawer for setup.</li> <li>PAT100 Android 4.2.2 OS</li> </ul>	<ul style="list-style-type: none"> <li>Requires multiple peripherals to be setup</li> <li>Mediocre stand design, bluetooth has spotty connection to cash drawer/ printer and USB, other peripherals require coding by ISV</li> </ul>			

## Use Cases

 <b>Boutique</b>	<ul style="list-style-type: none"> <li>Beautiful design</li> <li>Easy setup</li> </ul>
 <b>Quick Serve Restaurant</b>	<ul style="list-style-type: none"> <li>Display offers flip design for customer interaction (signature, tips, etc.)</li> <li>Ease of use, sleek design</li> </ul>
 <b>Food Truck</b>	<ul style="list-style-type: none"> <li>Quick setup in multiple locations</li> <li>Full POS instead of credit card only Square option</li> </ul>
 <b>ISV Compatibility</b>	<ul style="list-style-type: none"> <li>SDK for easy implementation of POS software</li> <li>Agnostic in payment and other peripheral solutions</li> </ul>



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For iPad