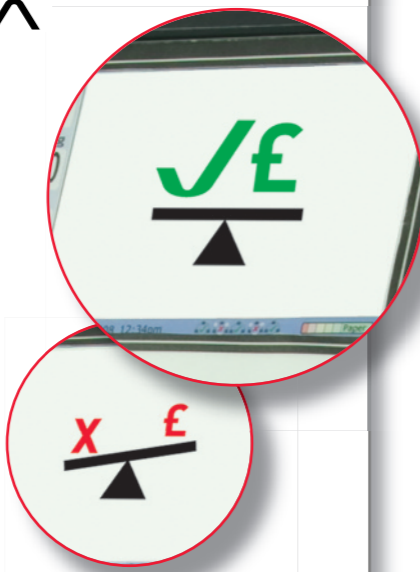# ValuMax

Levelling scales is a tricky operation and often, they get moved, or fall out of level over time. Research has shown that on average, scales are 1.5º out of level, meaning that weights recorded are incorrect. The laws of physics dictate that this always results in lower prices being charged and reduces the retailer's profit.

Our unique, patented technology makes sure that you never give product away, by sensing the angle of tilt – then automatically correcting the weight reading.

This ensures you charge the right price every time. Viewed over the scale's lifetime, the increase in profit from ValuMax alone can be equivalent to the purchase price of the scale. Just look for the 'V' on the scale display and you'll know that XM is making you money.

Counter management and increased profitability

XM's Linux operating system and colour touch screen provide the ideal platform for a host of training and counter management solutions.

Functions include:

- Web browser for communication and training, via a secure intranet between counter specialists at head office and departmental staff.
- Local access to centrally-hosted training programs and videos on key subjects.
- Access to interactive, web-based applications from the scale, for example focusing on inventory management to improve ordering and reduce stock loss.
- Option for retailers to develop specific 'applets' to run directly on the scale.

ValuMax
CodeChecker

Model Range and Specifications

XM100
- Monobloc model
- Cassette label/receipt printer in base
- 15kg AVR
- Optional: 30 kg x 5g, 6kg AVR

XM200
- Raised customer display
- Cassette label/receipt printer in base
- 15kg AVR
- Optional: 30kg x 5g

XM400
- Raised keyboard/ display model
- Cassette label/receipt printer in base
- Reduced footprint
- 15kg AVR

XM410
- Raised keyboard/ display model with integral cassette receipt printer only
- Reduced footprint
- 15kg AVR

XM420
- Raised keyboard/display model with integral cassette receipt printer and cassette receipt/label printer in base
- Reduced footprint
- 15kg AVR

XM500
- Hanging scale for wet areas
- Cassette label/receipt printer
- 15kg AVR

XM600
- Bakery printer/checkout terminal
- Can be connected to an external platform and/or wrapper with optional connection pack

Key Features

Memory:
128MB RAM, 256MB Flash, 2GB integrated SD Card – SDHC capable giving expansion possibility to 32GB.

Communications:
10/100Base T Ethernet as standard.
Optional 802.11b/g/l wireless communications.

Display:
Customer and Vendor: 7″active TFT WVGA.
Vendor touch screen: 5 wire resistive.

Interfaces:
4 x USB 2.0 High Speed.
Plug-in USB mass storage device support.

Printing:
Single action cassette system
Roll diameter: 120mm
Max. Roll width: 72mm
Max print width: 70mm
Max print length: 300mm
Print edge to edge, top to bottom and side to side on paper up to 70mm wide
CodeChecker print head diagnostics
Greyscale depth: 16 levels

Operating system:
Linux

Weighing:
ValuMax automatic level correction system

ICS FOOD MACHINERY

Avery Berkel

Xtra
profit made simple

Avery Berkel

XM
extra
as standard

XM redefines counter scales with Communication and Innovation

XM's 8 key, patented technologies are all aimed at maximising retailer profitability, through increasing sales or reducing department costs. On the outside, the wraparound design delivers substance with style, perfectly complimenting your retail counter styling.

Until now you have had to choose between a PC scale and a basic model.

But with XM, extra comes as standard, so you don't have to compromise.

Printing

Not only is the printer the fastest in the industry, for the first time in a scale it offers true greyscale printing. With the addition of images and logos, every label becomes an active part of your marketing message. Other features include:

- Easy, high-quality label design without the need to rework graphics.
- Prints most barcode types, including GS1 DataBar on labels up to 72 mm or 3 inches wide.
- Significant savings as the printer prints right to the edge – top to bottom and side to side – reducing label consumable costs dramatically.
- Single action label roll change – pre-loaded cassettes can be swapped in seconds during busy periods.

Scale Management, Data Integration and support

Profitable counter operation requires all scales to have the correct products and associated data. XM addresses this through a mix of automatic configuration, plus a range of software solutions to suit the needs of each customer.

MXi is an enterprise level scale management system for creating and distributing scale data, media and setup information across estates of 10 to 10,000 scales.

For the smaller business, MX-sbt provides comprehensive scale data, label design and media management, with sales reporting via an interface to Microsoft Excel®.

Communication

Effective communication with your customers and staff is at the heart of every profitable counter operation.

Touch screen operation

With its colour touch display, there's no need to memorise PLU numbers. Instead, an intuitive touch user interface provides fast, direct access to hundreds of products.

Setup is really simple, with XM automatically generating keyboards containing the best-selling products, without any interaction from the vendor or back office. And, for those that prefer a traditional look and feel, there's the option of a double row of programmable keys.

Promotions and advertising

XM's colour display provides the ideal platform for effective, eye-catching cross promotions and advertisements.

Aimed directly at your customers, these are a great way to promote sales of added-value products and encourage visits to other counters or areas of the store.

These on-screen promotions can run as animated text, pictures or videos – with the option of on-demand printing of coupons or recipes, helping you to encourage sales in that crucial time before your customers reach the checkouts.

CodeChecker

Using proven and patented CodeChecker technology, XM monitors the wear level of the print head. This helps to eliminate unscannable barcodes and resulting checkout queues. The scale also warns staff of any potential problems, enabling prompt action to be taken before a print head fails.

On the XM410 and XM420 models, the upper display makes it easy to maintain eye contact with the customer. This also incorporates a receipt printer and uses a cassette system that can work with linerless adhesive label rolls.

Remote Support and Asset Management

Combine XM with the new MX-SBT package and support or technical staff can connect with any scale, anywhere in your estate, providing full access to the user interface and intervention to correct the majority of issues.

Keeping track of assets can also be a major problem for many large organisations. MX-SBT software can scan for XM scales across your network, then interrogate the scale to reveal asset data, including model type, hardware status and software version.