

## *Tough Kiosks With SEL Tough Computers*

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### **INTRODUCTION**

Kiosks are located in every place imaginable today: ATMs, national parks for general information and ticketing, city halls, shopping malls, supermarket checkout stands, hotels for check in, check out and general information, museums, parking lots for payment, and airports for check in and flight availability, just to name a few.

In-store kiosks, also called interactive learning centers (ILCs), are becoming very popular, and customers use them to view different options and configurations before engaging with a customer service person. Many customers feel uncomfortable when a sales person engages them for simple research, and customers find it more fun and exciting to check many different options and configurations without a sales person. Customers will spend more time in the store and are more likely to make a purchase. An example of an ILC is in a tire store, viewing different tire and rim options and seeing them on a vehicle. Another example is viewing different counter and cabinet options at a home-furnishing store.

Kiosks are used for self-service applications where a user does not have to interact with another person, and the kiosks are expected to be available at all times. Kiosks are located in harsher environments than experienced in office settings and require tough computers.



**Figure 1 Outdoor Kiosk**

The heart of the kiosk is the computer. A reliable computer is needed to withstand the temperature changes and vibrations that may occur where the kiosk is located. SEL tough computers are designed to meet the requirements of kiosk computers.

## SEL TOUGH KIOSK SOLUTION

The tough computer in a kiosk gathers data and displays information from devices such as cameras, modems, card readers, printers, touchscreens, LCD screens, internet browser, modems, and keypads.

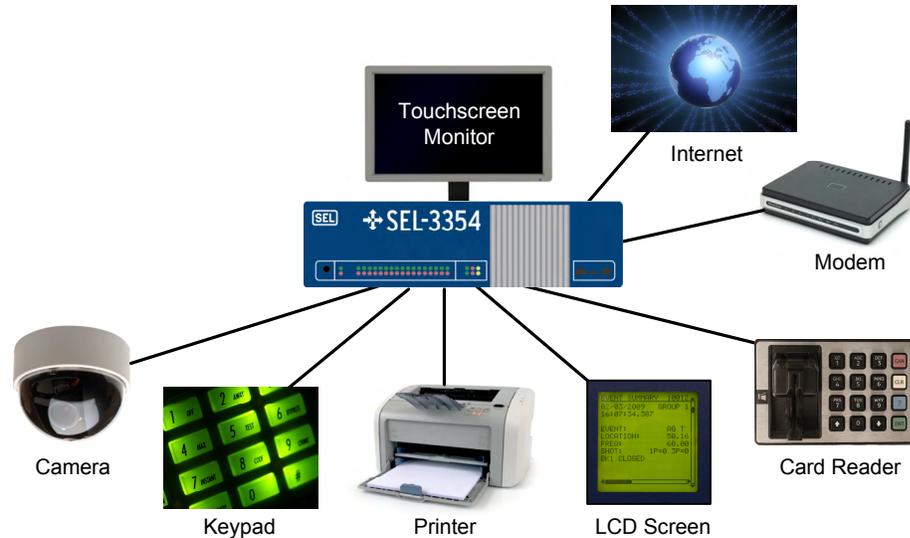


Figure 2 Tough Kiosk With Reliable Computer

## SEL TOUGH COMPUTER HARDWARE PLATFORM

SEL tough computers are the hardware platform of choice for tough kiosk systems. Designed for reliability in harsh environments, SEL tough computers make use of error-correcting memory and other technologies to achieve over ten times the mean time between failures (MTBF) of other typical industrial computers. This removes the need to constantly reboot and replace hardware platforms in the field. Customers have the use of the kiosk for longer periods of time with the SEL tough computer, thus the business has better customer user experience and achieves increased revenues.