



# Amway Implements Advantech Kiosks and POS Solutions to Provide a Superior Customer Experience

Location: Amway Experience Center, Taipei, Taiwan

## Introduction

Currently ranked 29th on Forbes' "America's Largest Private Companies" list, **Amway** uses a multi-level marketing model to sell health, beauty, and home care products in various countries. In an effort to offer a truly unique customer shopping experience, Amway planned to build a customer experience center equipped with various interactive "experience kiosks", such as makeup kiosks and body detection kiosks, that would provide an engaging one-stop shopping environment. Because this would be the first Amway customer experience center, the ability to provide prompt and satisfying service was the company's most significant concern.

To support its vision of providing integrated online and offline services, Amway required reliable, high-performance computing terminals to serve as interactive kiosks and point-of-sale (POS) systems. After evaluating several options, Amway selected Advantech to provide a comprehensive solution capable of supporting diverse applications. Advantech provided its UTC-510 industrial-grade all-in-one touch computers, for use as interactive kiosks and digital signage displays, and its UPOS-510 POS system.

## Product Deployed

- ▶ Advantech's UPOS-510F: 15" stylish and compact POS system
- ▶ Advantech's UTC-510D: 10.1" all-in-one fanless touch computer

## System Requirements

- ▶ High-performance system to ensure smooth operation of interactive software
- ▶ Attractive POS system that suits the interior design of the customer experience center
- ▶ Compact terminal with an attractive exterior for use as interactive kiosks for customers
- ▶ Extendible I/O interfaces to support diverse application needs

### Interactive Kiosks

Advantech's UTC-510 is powered by an Intel® Celeron® J1900 processor that delivers high-performance computing to ensure reliable and prompt customer service. The system's compact design allows UTC-510 to be mounted on a wall or installed in places with limited space. For this project, Amway installed UTC-510D terminals with PCAP touchscreen to serve as interactive kiosks. Equipped with diverse I/O for integrating peripherals such as an RFID reader or barcode scanner according to specific applications, UTC-510 is the ideal solution for Amway.



### Digital Signage Display

Amway also selected Advantech's UTC-510 system with glass panel for installation as a digital signage display. Featuring a 10.1" LCD display with 1280 x 800 resolution and 350-nit luminance, UTC-510 offers crisp, high-quality imaging for displaying diverse multimedia content. The system's industrial-grade design ensures reliable operation and efficient processing for long-duration usage.



### Intelligent POS System

Equipped with an Intel® Core™ i3-6100U processor and easy-access USB ports, Advantech's UPOS-510 provides a powerful POS computing platform for frequent-use applications. In addition to a compact design that allows installation in environments with limited space, UPOS-510 features an attractive exterior that suits the existing décor of Amway's customer experience center and will ultimately enhance the company's brand image.



### Benefit

- ▶ Improves customers' shopping experience and satisfaction
- ▶ Attractive exterior suits the existing décor of the installation environment
- ▶ Promotional messages and content can be displayed in the customer experience center
- ▶ Minimal system maintenance and operation costs