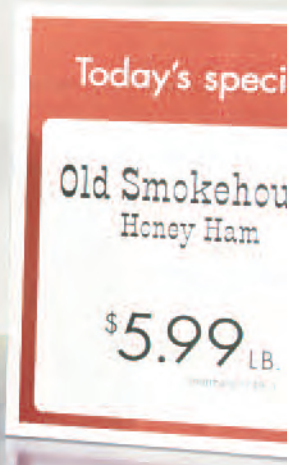


HOBART HLX SCALE



At your service, wherever you are.



Proud supporter of you.



When one scale does so many things, suddenly everything is so much easier.

Increasing profitability by shrinking shrink.

PROUD SUPPORTER OF



> > > >

Almost infinitely adaptable and multifunctional, the HLX Hobart Scale brings a new level of ease and simplicity to every department in your store. The HLX is as easy to use as a Windows-based personal computer, letting the operator efficiently and accurately transact sales. For the regional merchandisers, the HLX combines high-resolution printing for great labels and a scrolling display to generate promotional messages. For the IT manager, the HLX uses a Windows-based operating system that provides an open platform for existing and future applications. It also features automatic database synchronization with other department scales for shorter setups and increased data accuracy. For service and maintenance, the HLX offers remote diagnostics for fewer and shorter service calls. For the bottom line, it will increase profitability by reducing shrink and improving merchandising. It will improve productivity and efficiency throughout your organization through enhanced user functionality. Its exceptional durability and simple serviceability will result in more uptime. The HLX has something for everyone and it makes it all so easy.

Exclusive shrink-reduction functionality is built into the HLX. The HLX's shelf-life feature generates an easy-to-read label with a product description, bar code and sell-by date, letting you monitor the expiration dates of your perishable products at a glance. An even more powerful shrink-management tool is the HLX's shelf-life tracking feature. From a single, color-coded screen, you can track the shelf life of products by days and even by hours, helping you minimize your throwaways and better manage your Fresh Item Inventory. No need to buy separate, expensive software for shrink control.

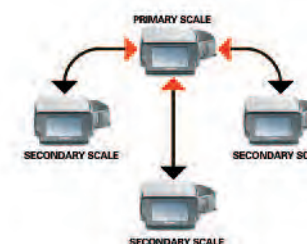
**Breaking "sweetheart deals."** To further assist your efforts to reduce shrink, the HLX offers a price-change tracking tool that automatically monitors all changes made by the operator. Designed to prevent "sweethearting," this price-change tracking tool can be easily combined with an optional RFID security bracelet or badge that automatically logs in the operator to the scale.



>Hobart HLX Scale

> **Longer lasting.** The HLX uses a CompactFlash card instead of a hard drive. It's tougher and —with no moving parts—more dependable than a hard drive.

> **Connectivity.** The HLX automatically synchronizes with other scales in the same department to ensure data consistency and accuracy, eliminating pricing discrepancies. The scale's last-download feature verifies when the latest updates were received in the scale.



> **No more "sweetheart deals."** The HLX's price-change tracking tool monitors all changes made by the operator, breaking up those "sweetheart deals." The HLX's RFID option, a security bracelet or badge, automatically logs in an operator to the scale.



> **Red flag.** When the HLX goes offline for any reason, the screen turns red, advising the operator that the latest pricing and other product information may not be current.



> **The Shelf-life screen combines with Shelf-life labels** to give you powerful tools to optimize the use of your inventory. The color-coded Shelf-life screen itemizes the shelf life of products while the shelf-life's easy-to-read label lets you monitor expiration dates at a glance.

windows xp





### The art of merchandising.



### The HLX, eXPressly designed for ease of use.

ease of use



> **Scrolling display.** The HLX has a customer display that lets you advertise the "Item of the Day" or other merchandising messages.



> **Compatible label stock.** The labels themselves are the same stock as the Hobart Quantum's. It accepts labels up to 2.25" and up to 6.0" long.

> **The medium for your message.** You can provide care, cooking, ingredient, merchandising, COOL, recipes or any other message for your customer with your Hobart labels.

#### Smaller bar codes, more room to sell.

The HLX graphically demonstrates its selling prowess with eight-dots-per-millimeter resolution for crisp fonts and visuals. The HLX's superior printing supports new bar code standards that require higher resolution.

**Custom labels from Hobart.** Hobart has an in-house label design department ready to create custom labels and graphics for you.

We can create labels to convey a host of messages, from COOL information to trans-fat and other nutritional and merchandising information. You can provide cooking information or recipes on demand. You can cross-sell

other merchandise based on the item purchased. The HLX open operating system lets you convey virtually any message you want on your labels.

**Reward your best customers.** You can now recognize up to three levels of frequent-shopper programs, including corporate accounts.

**Scrolling customer display.** The "Item of the Day" or any other advertising message—such as encouraging the customer to purchase a complementary item—can be scrolled across the customer's display.



> **Training on demand.** You can show training materials right on the HLX's operator display, not only instructing the user in basic scale operation but also important product information (changing labels, etc). The potential applications are endless, from how to clean work areas to Human Resources training.



> **Lay out your own screen.** The HLX's XP screen is not only large and vivid—800x600 SVGA—but it's also configurable. You can customize a screen with Flashkeys that can be programmed with up to 12 different functions.

The power of Windows XP is clearly visible on the large 10.4" touch screen with its vivid display of 800x600 SVGA. You can design the screen layout that suits your operators' own style of working and departmental requirements. The HLX automatically populates the Flashkeys screen without hassle for quick product identification.

The operator can search by PLU or by partial description of the product, up to the first four letters of any word in the description.

The screen can also display product images associated with the Flashkeys. In addition, advertising pop-ups help the operator communicate specials to your customers.



> **No keys to lose.** The new take-up on our easy-to-load label cassette has a non-removable key, so you don't have to worry about losing a key again.



> **Let the HLX be your guide.** The HLX can also guide the operator through the whole transaction with all the PLU-related information organized by categories, saving time and facilitating smooth transactions with your customers.

# customizable labels





What we have here is an almost infinite number of ways to communicate.

The HLX is well connected for service.



> **Readily accessible.** Using Microsoft Internet Explorer and Sun's JVM (Java Virtual Machine), you have constant access to your HLX on your local or wide-area network.



> **Flash reliability.** The HLX's CompactFlash drive has no moving parts, making the scale far more robust, able to take bumping and moving around.

The HLX can communicate over a local or wide-area network via a wired or wireless connection. Every operator and supervisor screen is actually a Web page, allowing you to monitor the real-time activity of the HLX. You can even make database or configuration changes remotely.

By accessing the store intranet, operators can get daily or weekly information, work schedules and more. You can configure, update and verify all your HLX scales remotely, from software upgrades to price changes to PLU database modifications. We've made scale configuration and accurate database updates simple and secure.

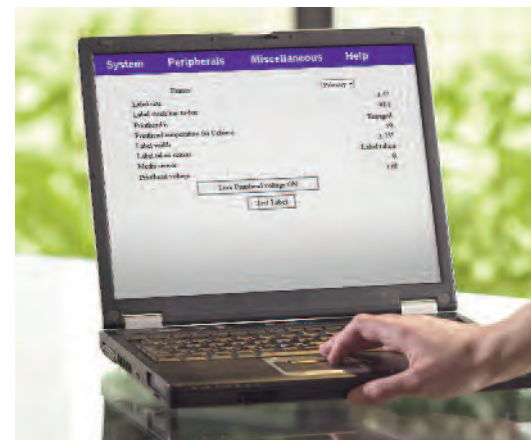
> **Access your store intranet** to get work schedules or other daily or weekly information.

**Well designed and expertly engineered, inside and out.** The inside of the scale is designed to be clean, making it easy to inspect and service.

**Protecting your investment.** The HLX has an internal USB 2.0 connection and a PCI slot for future expansion. The robust design ensures that upgrades and enhancements are simple, fast and secure.



> **Low profile.** The HLX has a low-profile design, making it easy for the operator to maintain eye-to-eye contact with the customer.



> **Remote diagnostics.** Remote diagnostics let you identify and address operation and configuration problems without interrupting the normal operation of the scale and without requiring a service call.

The HLX lets you use remote diagnostics to identify and address operation and configuration problems. It can even send e-mail alerts if a problem is detected.

**Back up, restore and upgrade.** With its two external 2.0 USB ports, the HLX makes it easy to do all three. You can update the database or upgrade the system with a USB Flash drive or from an FTP server. You can back up multiple databases to a single USB mass storage device.



> **Easy access.** The HLX has a top-down design, making it very easy to service and add components, such as PCI-compatible devices.



> **Back up, restore and upgrade.** With two external 2.0 USB ports, the HLX makes it easy to hook up peripherals to back up, restore and upgrade.

rugged reliability



**Food Retail's #1 supporter.** Hobart, where equipment and service join together in support of you. Hobart makes a full line of equipment for the food retail industry, including cooking, food machines, weigh wrap, warewashers and Traulsen refrigeration. We support our customers when and where it counts the most. In the field, at your place. With nearly 200 locations and 1,700 factory-trained service representatives across the country, we're always close by to install, maintain and service your equipment. If that's the kind of support network you've been looking for, contact your Hobart representative today by calling 888-4HOBART.



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