NORDSTROMS TRANSACTION DEMO

IDLE STATE ATTRACTION LOOP
1. Nordstrom logo and welcome
2. Store credit card promo
3. Semi-annual or other "event"
4. Website push

SCAN — Cash or Unprofiled

Line items:

Polo shirt brings up promo for same brand cologne; touch of screen prints invitation to visit department for a free sample.

Workout shorts brings up promo for Peachtree Road Race

Socks brings up Hosiery Club promo, possible phone# capture for coupon and membership

Tie brings up incremental sales opps--tie clip, stain preventing spray, etc.

POLO SHIRT	$47.50
WORKOUT SHORTS	32.00
SOCKS	12.99
TIE	39.00

Nordstroms is a proud sponsor of

Join the Nordstroms Hosiery Club!
Buy 12 pairs and get the 13th pair free!
Enter your phone number for a free membership and coupon for 10 % off

SCAN — Profiled

Line items:

Tommy Hilfiger item brings up Childrens dept birthday promo, prompts for child's birthday

Cole Hahn belt brings up blazer promo and note for trunk show

Historical data from profile brings up invitation to use personal shopper

Historical data brings up invitation for Spa treatment

T HILFIGER HANDBAG	$78.50
COLE HAHN BELT	.37.00
ANNE LEIN SUNGLASSES	112.59
KATE SPADE SCARF	28.00

Don't miss out! The Cole Hahn trunk show May 16 6pm in the Promenade

TOMMY HILFIGER
Join the Nordstroms Kid's Birthday Klub and get 22% off your full purchase!

Can a personal shopper help you today!
Touch here N

AFTER SALE — Cash or Unprofiled

Finish transaction brings up ads for affiliate marketing, private label credit card promo, savings per discounts for merchandise, etc

AFTER SALE   Profiled

Finish transaction brings up up ads for affiliate marketing, account info for savings clubs, savings per discounts for merchandise, etc.

Return to ISAL

All Please see the attached TerminalFlow2.VSD VISIO drawing for more detail,

The idea here is a few (8) simple screens. Idle state is depicted by the top most screen where the full screen is dedicated to promotional material.

As soon as the transaction starts, the customer is taken to the scrolling receipt screen where items are displayed as they are rung, and the top 1/3 of the screen (320x80) is dedicated to promotional content. While on this screen, a window pops up every 5 seconds reminding the customer to slide his/her card.

When the card is swiped, the attributes of the card are queried from BIN Management software and a quick decision is made. If the card type is known, the screen never changes. If the card type is not known, the customer is quickly asked to identify the card type. The user must quickly choose the card type to get back to the scrolling receipt.
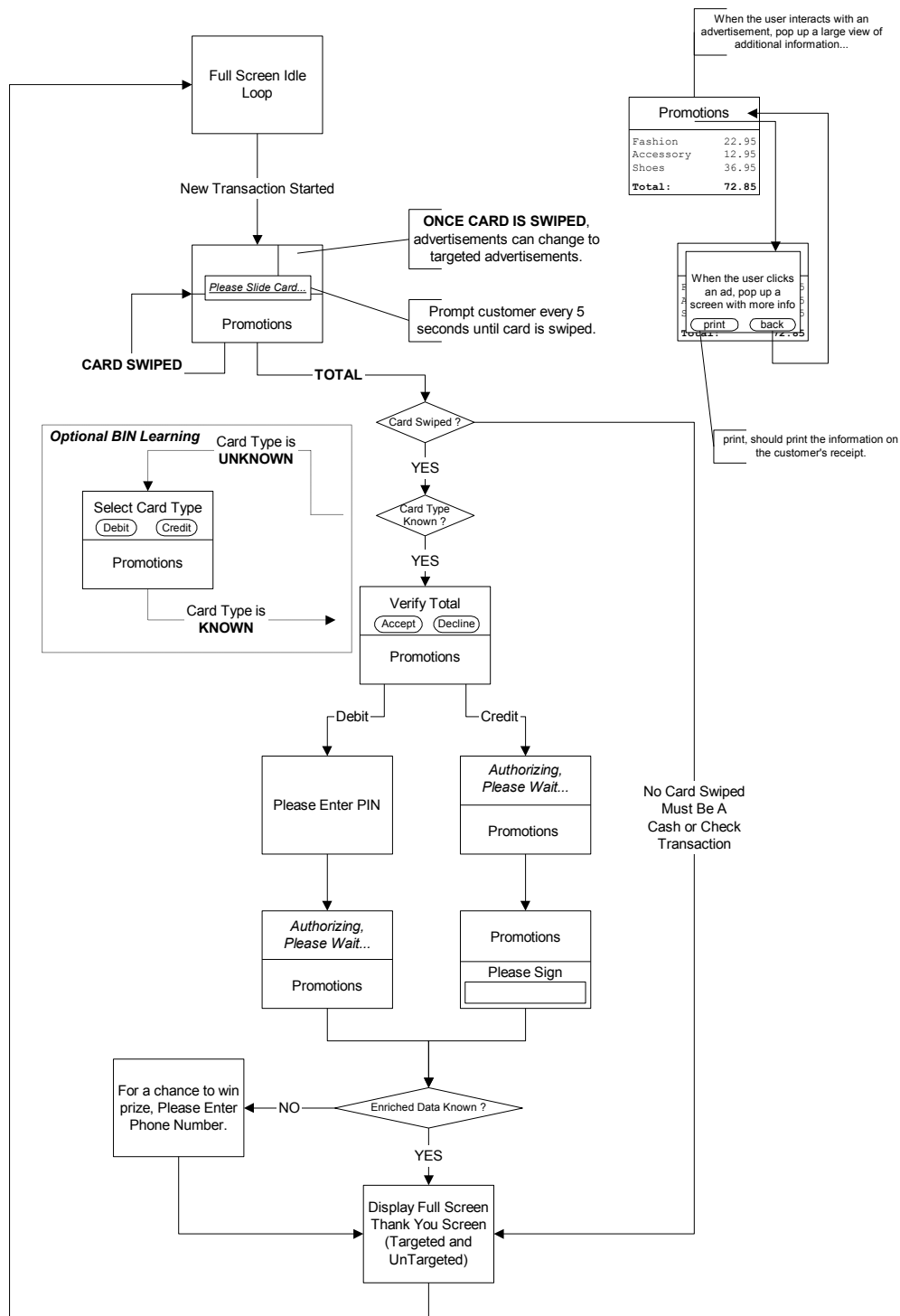
Once the total for the transaction is reached, flow changes to the verify total screen. Our demo will always assume the total is OK. Once the user accepts the total, he/she must sign or enter the PIN number. This demo will always assume the transaction is approved by the processing bank.

Once the PIN or Signature is entered, the system decides if it needs the customer's phone number to enrich the data profile. If the phone number is needed, the user is prompted for the phone number and enticed by a promotional give away.

Once the phone number is entered, or canceled, the system can display a last targeted campaign toward the customer before returning to the IDLE loop.

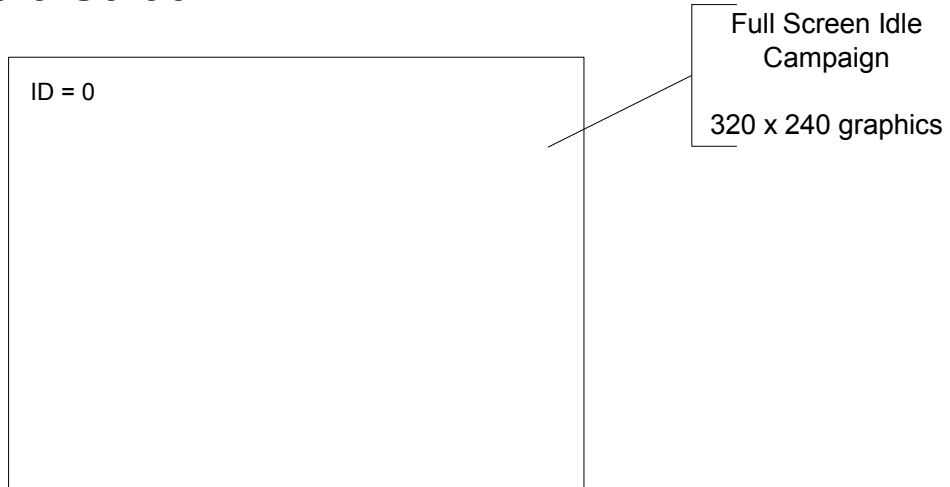**NOTE: If on any screen, the user chooses to click on the targeted promotion, a popup window covering 90% of the screen will give the customer more information about what he/she is requesting. The user can choose print... or back... If the user chooses print, the detail will print on his/her receipt (this could be a coupon, award, or anything else). See the lower right part of the VISIO diagram for a visual explanation of this.**

VueMedia Demo – Transaction Flow

Full Screen Idle Loop

New Transaction Started

When the user interacts with an advertisement, pop up a large view of additional information...

Promotions

Fashion	22.95
Accessory	12.95
Shoes	36.95
Total:	**72.85**

Please Slide Card...

Promotions

ONCE CARD IS SWIPED, advertisements can change to targeted advertisements.

Prompt customer every 5 seconds until card is swiped.

CARD SWIPED

TOTAL

When the user clicks an ad, pop up a screen with more info

print   back

Total: 72.85

Card Swiped ?

YES

print, should print the information on the customer's receipt.

Optional BIN Learning

Card Type is **UNKNOWN**

Select Card Type
Debit   Credit

Promotions

Card Type is **KNOWN**

Card Type Known ?

YES

Verify Total
Accept   Decline

Promotions

Debit

Credit

No Card Swiped Must Be A Cash or Check Transaction

Please Enter PIN

Authorizing, Please Wait...

Promotions

Authorizing, Please Wait...

Promotions

Promotions

Please Sign

For a chance to win prize, Please Enter Phone Number.

NO

Enriched Data Known ?

YES

Display Full Screen Thank You Screen (Targeted and UnTargeted)

Idle Screen

Idle Screen

ID = 0

Full Screen Idle
Campaign

320 x 240 graphics

Scrolling Receipt Screen

Scrolling Receipt
Area

200 x 120

Scrolling Receipt

```
Fashion Denim      39.95
DKNY Skirt         28.75
Accessories        12.95
Shoes              14.50


Total              96.15
```

ID = 1

Promotion Space

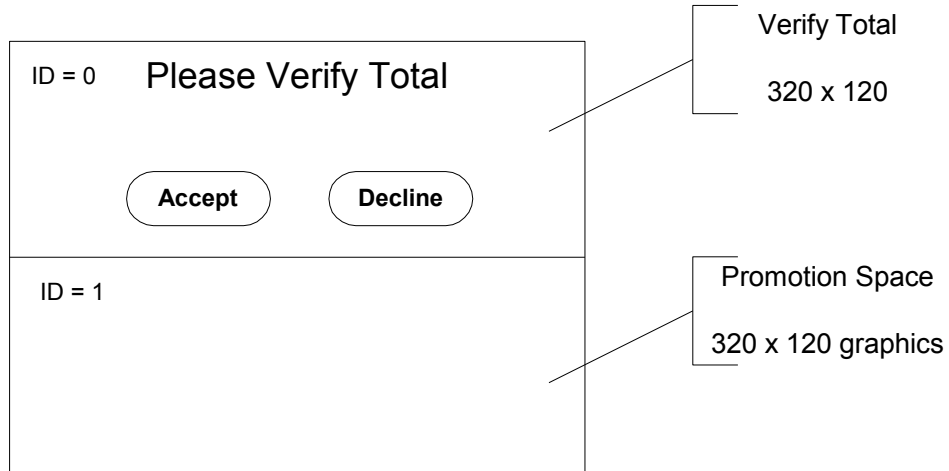120 x 120 graphics

ID = 2

Promotion Space

320 x 120 graphics
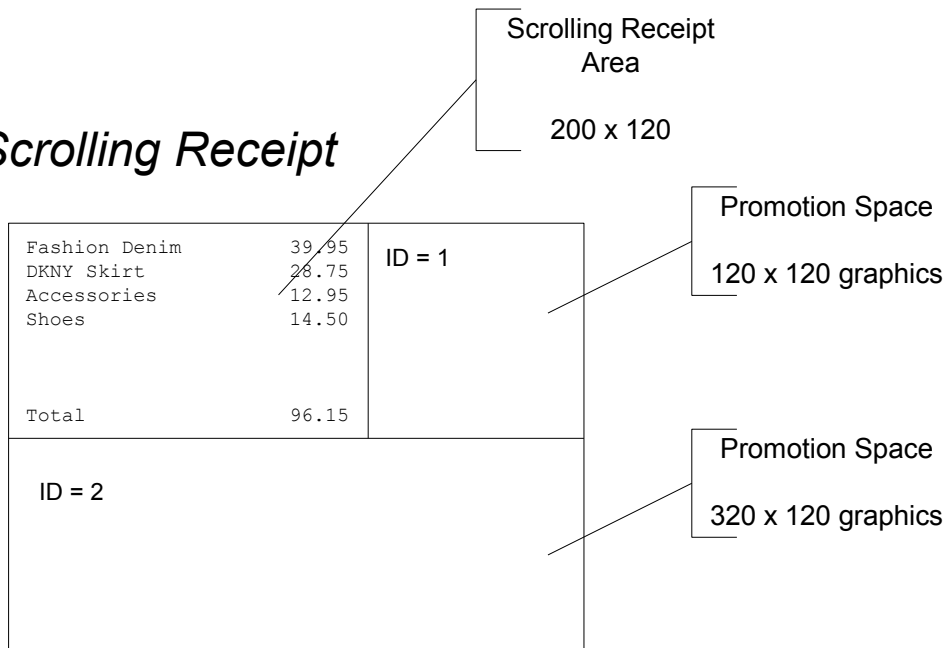
Choose Payment Type

This screen is not part of the VueMedia demo. This screen would be implemented in a BIN learning scenario, but is beyond the scope of this demo.
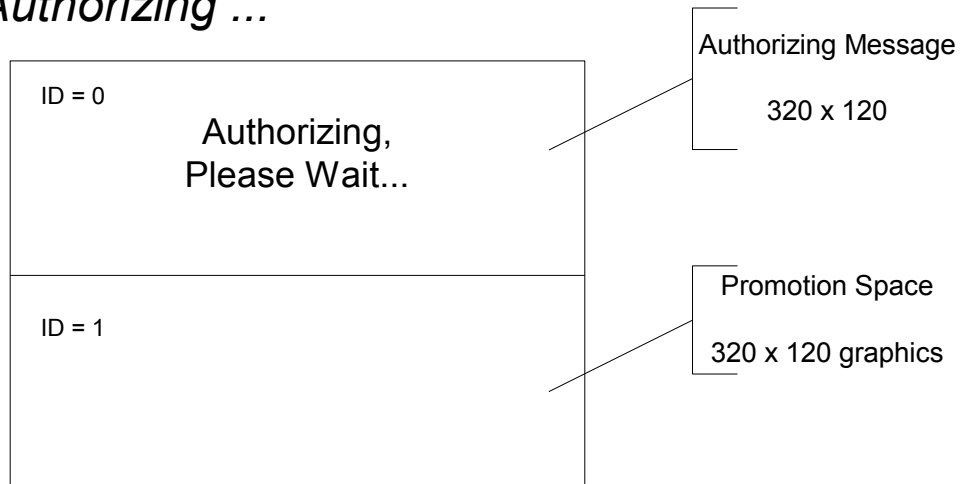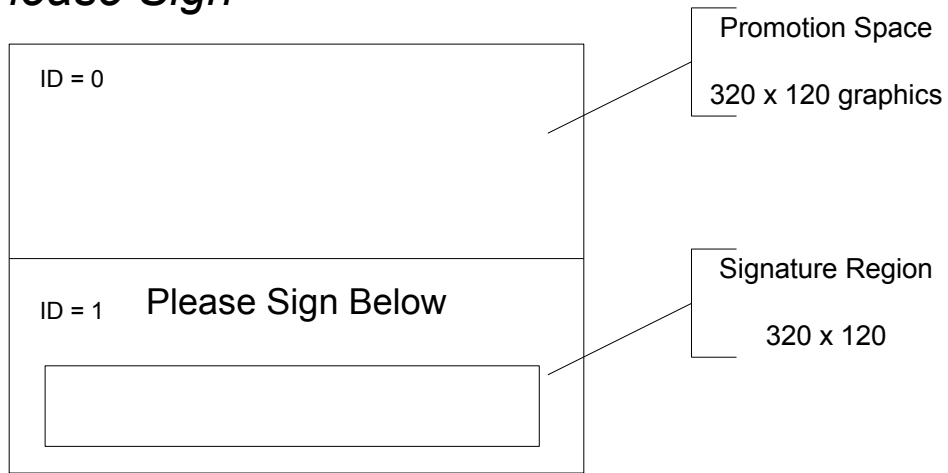
Verify Total

Verify Total

ID = 0 **Please Verify Total**	Verify Total 320 x 120
(Accept) (Decline)	
ID = 1	Promotion Space 320 x 120 graphics

Authorizing Please Wait

Authorizing ...

ID = 0 Authorizing, Please Wait...	Authorizing Message 320 x 120
ID = 1	Promotion Space 320 x 120 graphics

Signature Screen

Please Sign

ID = 0

Promotion Space

320 x 120 graphics

ID = 1   Please Sign Below

Signature Region

320 x 120

PIN Pad & Enter Phone Number

We need a good looking 10 key PIN Entry screen and an "Enter to Win" type of telephone entry key pad.

When User Clicks a Promotion

User Clicks Promotion

Fashion Denim 39.95	ID = 1
DKNY Skirt 28.75	
Accessories 12.95	
Shoes 14.50	
Total 96.15	

User Clicks
Promotion Space #1

ID = 2

User Clicks
Promotion Space #2

All promotions have an expanded view, and a 320 x 120 additional graphic which can be placed on the printed receipt if the user clicks 'Print'.

This additional receipt graphic could be a coupon.

Promotion Expands

Fashion Denim 39.95 ID = 1

DK
Ac   ID = 0
Sh

To

Close	Print

Promotion Expands to bigger graphic

280 x 200

All Graphics Have

Clolse / Print

Ebmedded in the image on the bottom 20 pixels