



# SHARP®

## UP-3500 POS Solution

### Reliability, Quality & Value

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### Technology for Exceptional Customer Service



# Reliability, Quality & Value

The Sharp UP-3500 offers a high-performance design and specification that make it the right choice for a quick serve restaurant, cafeteria or convenience store / small retail looking for reliability, quality and value. With a fan-less design, 12.1" TFT screen, touch screen operations, and advanced connectivity, the UP-3500 provides the sophisticated features and ease-of-use that owners and staff require.

Whether the location is small or large, the UP-3500 provides quick serve locations efficient store management and reporting solutions. Using Sharp's Intelligent Data Service (SIDE) the point-of-sales system automatically uploads sales information from stores. SIDE leverages store data to create an intelligent solution that creates single or multiple store reports and alerts owners to trends/opportunities.

## Operate More Efficiently

The Sharp UP-3500 is what you need in one system. Customer service and management functions customized for your restaurant, as well as integrated connections to all important peripheral devices, will help you keep operations running smoothly.

### Operations:

Embedded Flash ROM technology with fan-less design means no moving parts making high system reliability and stability a standard feature.

Color 12.1" LCD touch-screen display maximizes operator efficiency and order entry.

Integrated credit card authorization reduces hardware cost and complication.

Ethernet LAN for communications within the location as well as access to SDW and Sharp Intelligent Data Service reporting system.

Compact, user-friendly design makes the UP-3500 fit your operation without taking up valuable counter space.

### Features:

#### Serve Customers Quickly

The Sharp UP-3500 POS is built for speed. Time-saving features like drive-thru order taker and fast cashier operations serve to check out customers fast and efficiently.

#### Increase Sales and Profits

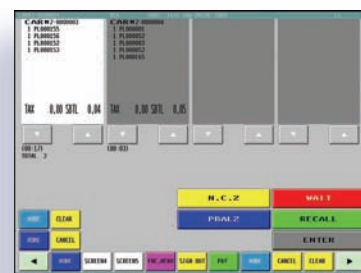
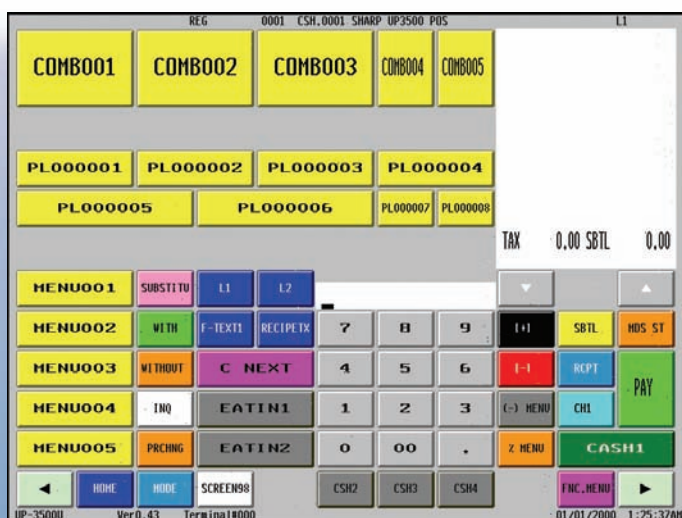
Complete systems that can help you make more money. It easily supports promotions and combination meals including auto combo recognition, all while providing tighter controls over inventory and cash flow. Handle revenue center for multi-concept locations.

#### Train Employees in Minutes

No long learning curves. Your employees are ready to use the system with minimal training. Step through prompting and 99 customizable screens, make the Sharp solution simple to use because it is designed to fit your business.

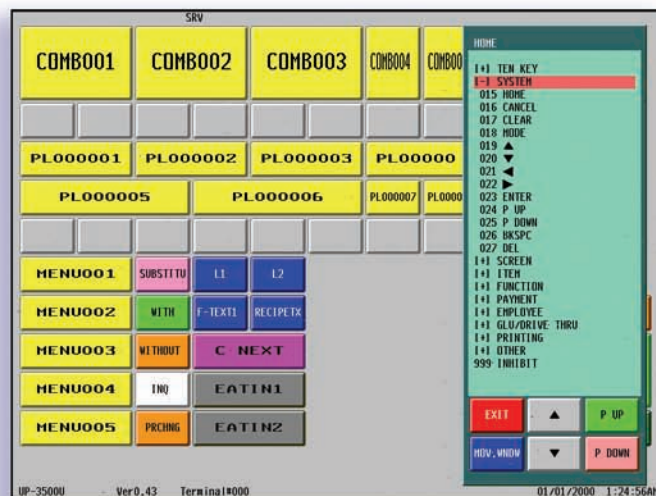
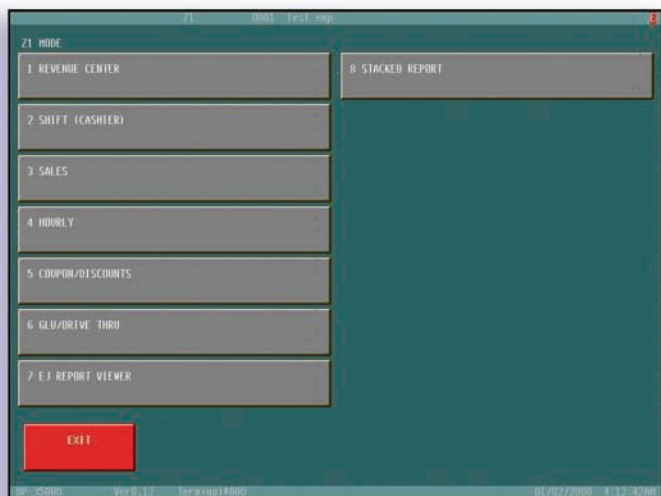
#### Drive-Thru Handling

The UP-3500 supports 1 or 2 window drive-thru operations with easy to view car flow, Wait / Park option and service time tracking.



## Intuitive Back Office Programming and Reports

Programming in the graphical user interface is easy to learn and quick to master. Find the features you want quickly with menus that just make sense. Reporting follows the same easy to understand system to get you the information you need when you need it and have you back managing your operations and taking care of customers.



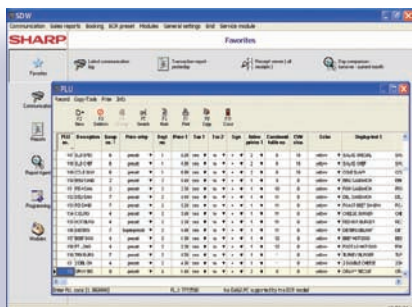
## Remote Reporting and Control options

### SDW PC software

Significantly increase the UP-3500's functionality with the optional SDW for a truly dynamic "front-of-house/back-of-house" POS solution. The SDW software provides the capability for advanced polling, reporting and programming all from your back office PC. Based on industry standard Sybase® Data architecture, the SDW's superior reliability and Microsoft Windows®-based application make it easy to use with simple drop down menus. The powerful SDW software offers:

- Comprehensive polling package via modem or direct connect
- Import/export of files to popular spreadsheet applications for data analysis
- Comprehensive Reports Center
- Automated Scheduling of communications for convenient unattended Z1 or Z2 processing

Perform programming such as PLU's, departments, text, condiment tables, combo meals, keyboard data, employees, promotions and much more, all from the PC and upload to the POS – saving time and effort. Bring complex jobs down to size with the fast and easy-to-use SDW software.



### Sharp Intelligent Data Service

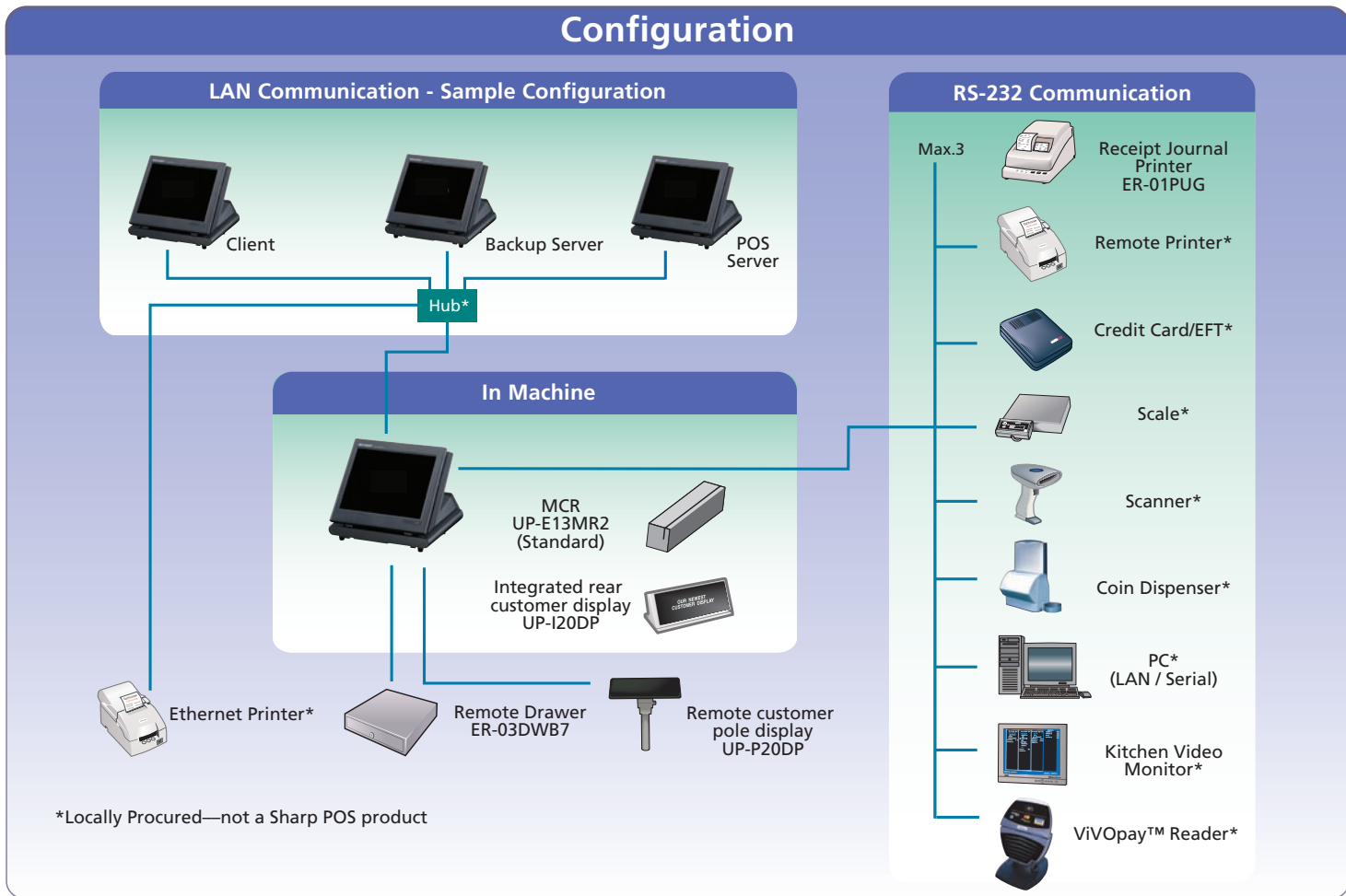
The Sharp Intelligent Data Service (SIDE) aids in driving business performance across multiple quick serve restaurants. SIDE leverages the power of the Internet to poll information automatically from stores, it then consolidates reports and alerts owners to variances and trends. With this incredibly fast feedback loop owners/managers can react to a problem much more quickly. Sharp Intelligent Data Service features:

- Comprehensive, flexible solutions based on an ASP model
- Consolidated, Multi-unit reporting for all levels of an organization
- Individual Store, Region or Entire Organization
- Secured access to web-based reporting
- Centralized Headquarter administrative control to enhance data security
- Restaurant data is automatically "pushed" and backed-up to data warehouse without store involvement

SIDE creates a simple and inexpensive system that enhances operational control and management for Multi-unit operators, Franchisees, Franchisers and Corporate Owned operations.



# UP-3500 POS Solution



## SPECIFICATIONS

Color	Black (Gray 2)
Dimensions (WxDxH)	12.5" x 12.2" x 11.2"
Weight	12.1 Lbs.
Temp // Humidity	0° to 40°C (32 tot 104 F) / 20% to 90%
Operator Display	12.1 TFT Color LCD (XGA (1024x768))
Operator input	Programmable Touchscreen
Magnetic Card Reader	UP-E13MR2 included standard
CPU	200 MHz SH4 (SH7760)
Memory	4MB (Max +8Mb)
Data Card	SD card slot x 1 (max SD card size 2Gb)
LAN Ethernet	TCP/IP 10Base-T/100Base-TX
Input/Output Ports	Serial RS-232 x 5 (Db9 x 4 / RJ-45 x1) Customer Display x1 - Pole Display x1 Cash Drawer x 2
Power Supply	20V AC / 60 Hz +- 10%
Power Consumption	Standby 6.5w / Operation 29w
Power saving modes	Automatic and Manual standby
Memory Backup	Internal rechargeable battery

## SHARP OPTIONAL ACCESSORIES

ER-01PU	2-station thermal printer
UP-I20DP(B) *	Integrated 2 line 20 character customer display
UP-P20DP *	2-line 20 character pole display
ER-03DW(B), ER-04DW	Cash Drawer
ER-55CC2, ER-75CC3	Coin Case
ER-02CV	Coin Case cover
UP-S04MB2 / S08MB2	Expansion memory board (4MB / 8MB)

\*Note: UP-I20DP and UP-P20DP cannot be used together.  
For further details about additional options not listed, contact your Sharp dealer.

# SHARP®

SHARP ELECTRONICS CORPORATION  
Information Systems Group / POSD  
Sharp Plaza, Mahwah, NJ 07430-1163  
1-800-BE-SHARP - www.sharppusa.com

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