

**KB's Automated DVD Rental Machine**

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# Introduction of LOTUS711

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Last updated Mar. 2012

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# Key features of LOTUS 711 System



## ❖ Customer Oriented interface & promotions

- Fun and Easy to use!
- Experience intelligent touch screen
- Fast! No Line up. Only 5 clicks and get a movie!
- Enjoy First rental discount
- Various discount promotion tools & earning extra points
- Get more advantages by joining a membership
- Reserve movie online and pick up from nearby Kiosk



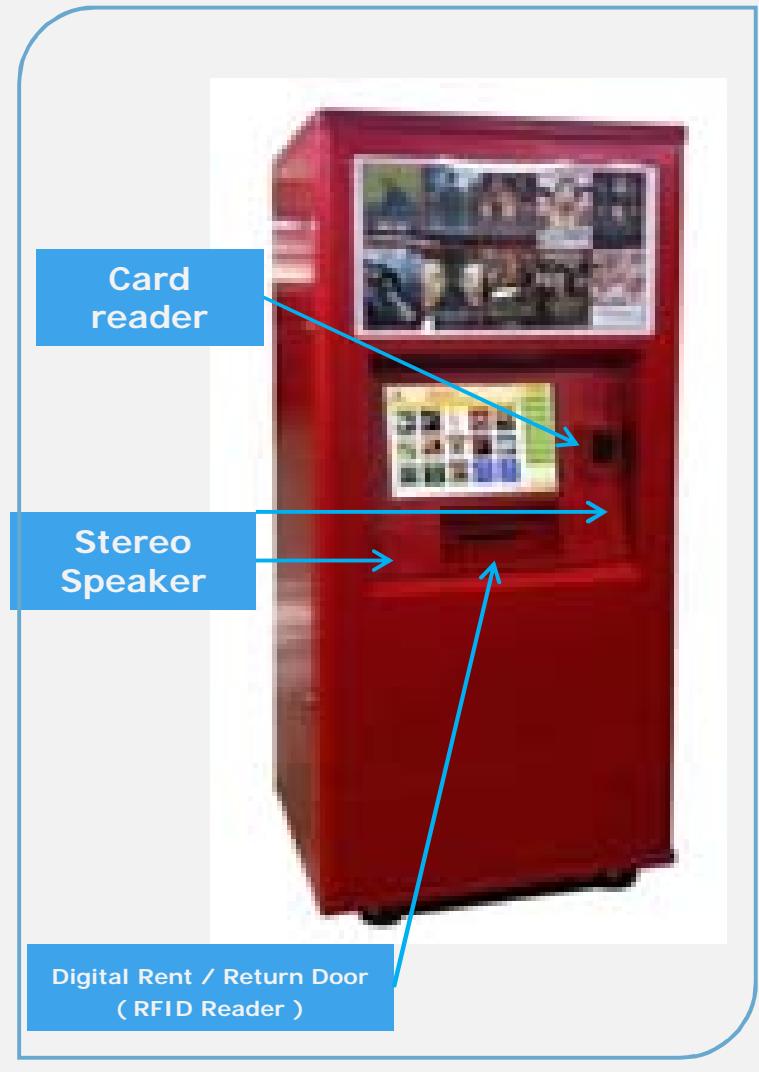
## ❖ Operator friendly designed BOSS

- Remotely monitor kiosks
- Check real-time rental, return data
- Monitor payment transaction
- Add/Remove movie titles
- Manage inventory & customer list
- Set up the price, promotions

## ❖ Up Close technical support via secure network

- Kiosk reports errors automatically to the server
- Our technicians regularly monitor the system
- Our technicians identify, troubleshoot remotely

# 1-1. Kiosk Specification – LOTUS 711



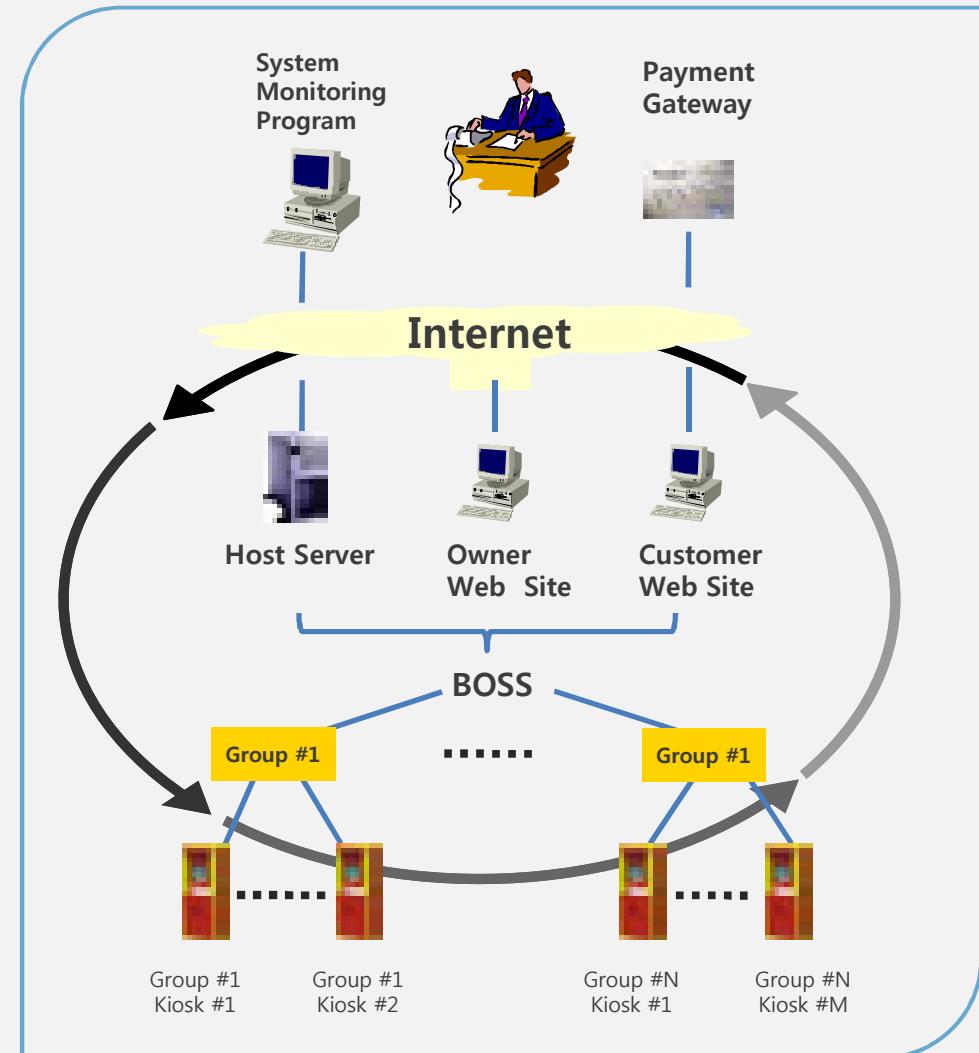
<b>Capacity</b>	<ul style="list-style-type: none"> <li>• 650 / 711 DVD titles (Depending on with Air Conditioner)</li> </ul>
<b>Size</b>	<ul style="list-style-type: none"> <li>• W x D x H : 720 x 660 x 1950 mm</li> </ul>
<b>Weight</b>	<ul style="list-style-type: none"> <li>• 240Kg(without Cooling &amp; Heating Module, Air Conditioner)</li> </ul>
<b>Safety System</b>	<ul style="list-style-type: none"> <li>• Tempered glass monitor ( 17 " LCD )</li> <li>• Capacitive touch screen</li> <li>• 1,200cd(Automatic Illumination Adjustment)</li> <li>• LCD Cooling(1,500rpm Rotary Fan)</li> <li>• Air Conditioner</li> <li>• Electronic rent/return door, which protects against for foreign objects to be inserted</li> </ul>
<b>Network</b>	<ul style="list-style-type: none"> <li>• System remote control via internet</li> <li>• Data upload/download</li> <li>• Diagnose mechanical troubles / Remote kiosk reset</li> <li>• Customer DB &amp; Rental/return management</li> </ul>
<b>Internal Apparatus</b>	<ul style="list-style-type: none"> <li>• RFID reader for titles</li> <li>• Computer : Mobile Dual Core 1.8GHz</li> <li>• Cooling &amp; Heating Module</li> <li>• Dump BOX(DVD Case 30EA)</li> </ul>
<b>Power/ Environment</b>	<ul style="list-style-type: none"> <li>• Input : AC 100~240 / 50~60Hz</li> <li>• 150W</li> <li>• Uninterrupted power supply (UPS)</li> <li>• Operating Temp -20°C~50°C</li> <li>• IP55</li> </ul>

## 1-2. Material of Outdoor Kiosk – LOTUS 711

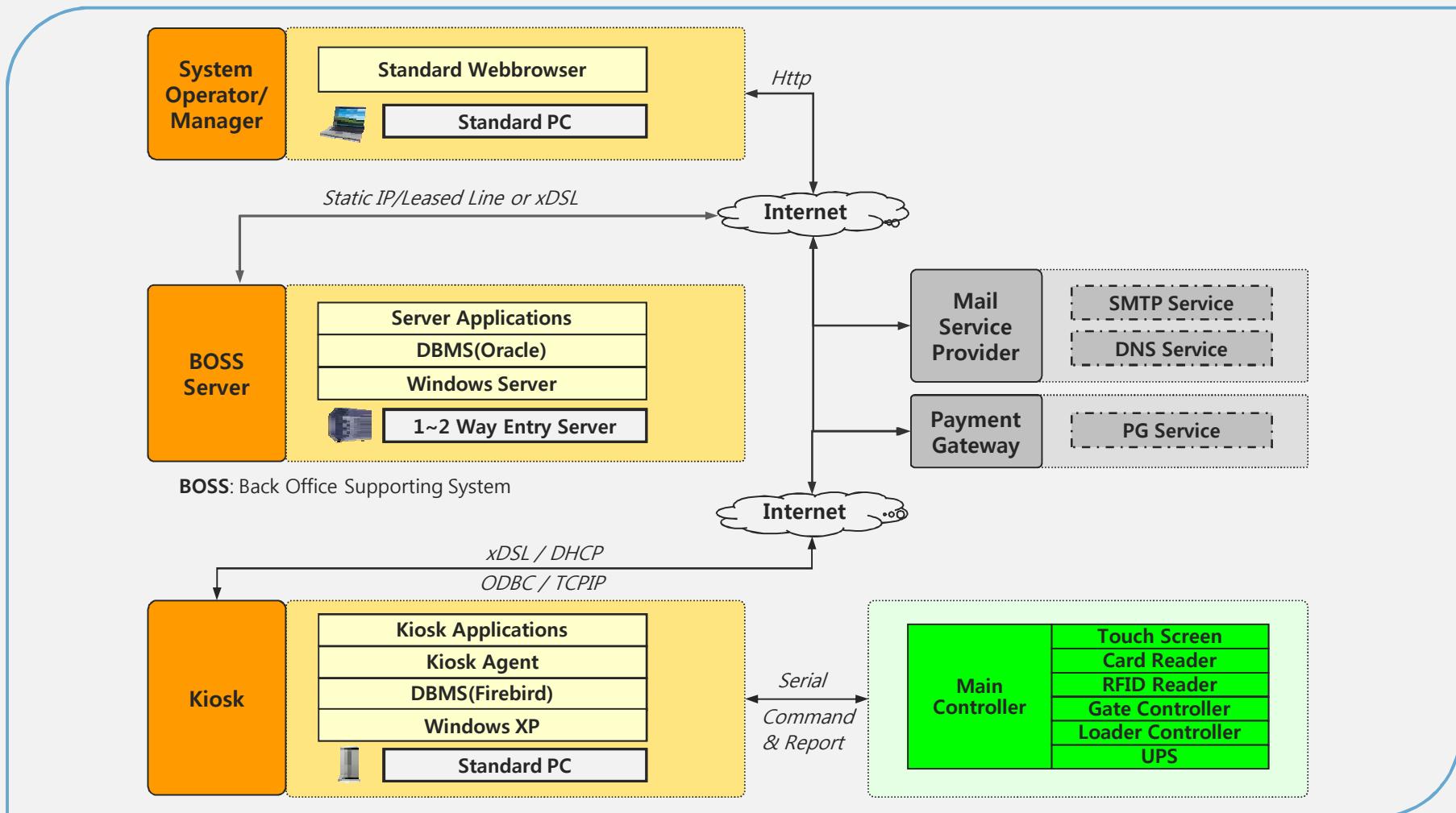
<b>Cover</b>	<ul style="list-style-type: none"><li>SPCC(JIS &amp; KS)</li></ul>
<b>Panel</b>	<ul style="list-style-type: none"><li>SPCC(JIS &amp; KS)</li></ul>
<b>Bracket</b>	<ul style="list-style-type: none"><li>SPCC(JIS &amp; KS)</li></ul>
<b>Profile</b>	<ul style="list-style-type: none"><li>AL6063 + Anodizing</li></ul>
<b>Injection Mold</b>	<ul style="list-style-type: none"><li>None</li></ul>
<b>Packing</b>	<ul style="list-style-type: none"><li>Silicon &amp; Rubber Packing</li></ul>
<b>Spray</b>	<ul style="list-style-type: none"><li>UL Powdered Coating</li></ul>

## 2. Overall System Structure

- ❖ One BOSS can host hundreds of Kiosk
- ❖ One Boss can host multiple operators
- ❖ One Boss can operate multiple groups of kiosks
- ❖ A group is an independent business unit with its own customer and title database
- ❖ A group may consist of one or many kiosks
- ❖ A title rented from a kiosk can be returned to any other kiosks within the same group

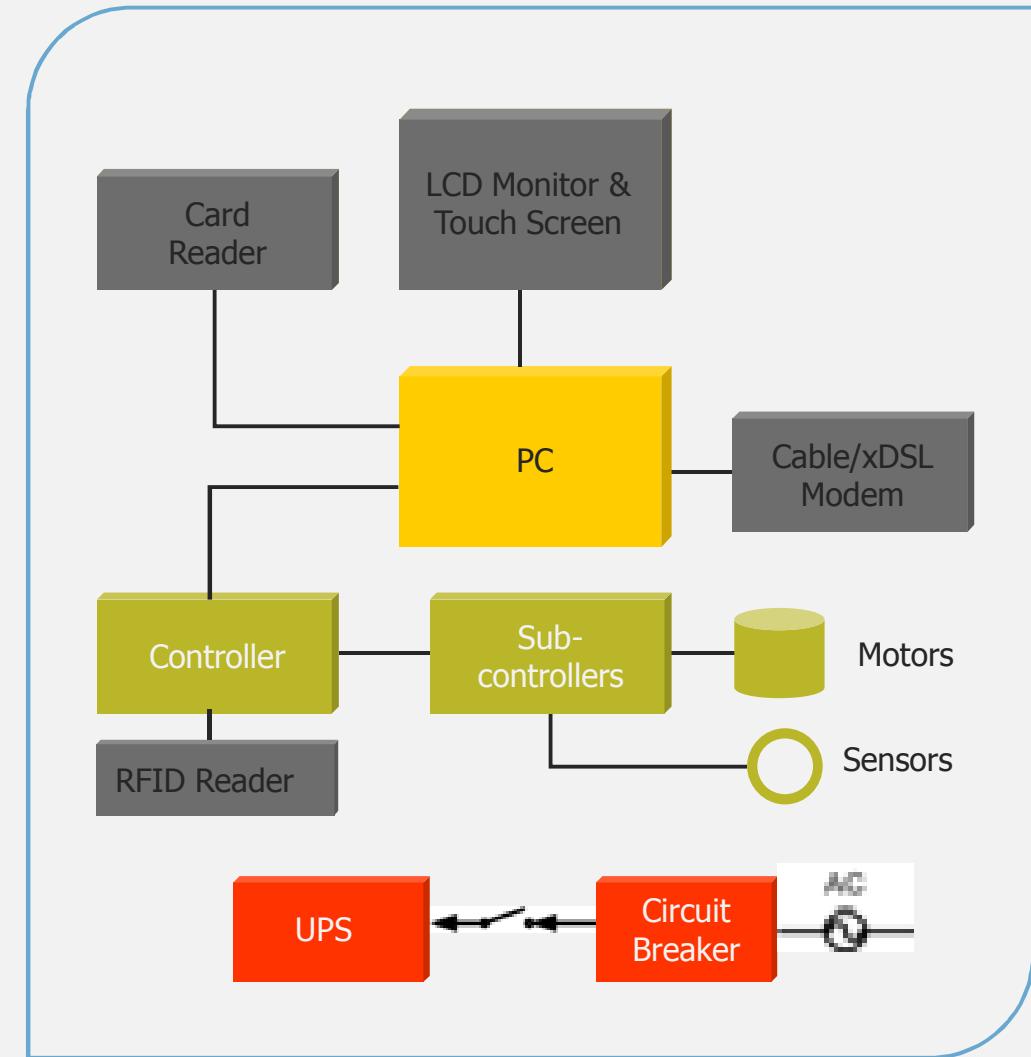


## 2-1. Software Structure



## 2-2. Hardware Architecture

- PC handles user interface actions and communication through internet
- Machine action is controlled by a dedicated controller
- PC and controller interacts by command and report messages
- Infrared type touch screen provides sufficient reliability and sensitivity
- UPS can supply power for sufficient time to finish on-going service



### 3. Key Functions of Kiosk

#### ❖ Rental and Return

- Customer can rent and return titles
- Customer can activate new membership card
- Customer can top up with coupon or credit card
- Customer can register
- Customer can sort out movie by title or actor name
- Movie trailer or image files are played on idle time

#### ❖ Add and Remove

- Operator can add new disks or remove disks

\*Add and Remove can be arranged in advance through management web

#### ❖ Others

- Operator can use interface for calibration, manual test and inventory in-stock disks by accessing Kiosk manager through hidden key
- Automatic background tasks for data transferring

## 4. Promotions

### ❖ Point

- Point is given/available to every registered customers
- Free points given when title returned early
- Points can be given/taken through management web

### ❖ Bonus Point

- Bonus points added on membership purchase amount or Topup coupon

### ❖ Discount Coupon

- Available to both registered and non-registered customers Normal coupon : One time use
- Wide coupon: Multiple use but 1 time per customer  
(ex, If you issue wide coupon named as "Welcome", every customer can use "Welcome" as discount coupon)

### ❖ First rental discount

- Owner can provide automatic discount on first rental of each customer

## 5-1. Key Functions of Management Website

### ❖ **System Parameter Configuration**

- Manages system level parameters
- Manages groups and kiosks
- Manages movie DB
- Manages advertisement content
- Manages membership cards
- Manages coupons

### ❖ **Kiosk Monitoring**

- Monitor current status of kiosks
  - Network connection status and IP
  - Hardware status
  - Operation mode
  - Hard disk, Main memory, CPU
- Sets alarm on kiosk malfunction \*
- Remote control of kiosks
  - Modes: Full control, View only, FTP, Command terminal

## 5-2. Key Functions of Management Website

### ❖ Business Rule Configuration

- Manages titles (add, remove and set release time)
- Manages rental fee, rental period, late fee and early return point
- Update customer profile and change their point
- Block and unblock access to service

### ❖ Review Business

- Review Kiosk daily performance in terms of rentals and revenue
- Receive Daily, monthly, annual reports

### ❖ Trace Customer Activities

- Review new and old customers
- Find and manage customer information

Modes: Full control, View only, FTP, Command terminal

## 6. Price Management Features

### Rental Fee

- Each disk is given a price code when being added
- Rental fee is calculated on hour bases which operator decides
- Rental fee can be paid with coupon, point & Credit card

### Return Fee and Overdue Sales fee

- Return fee parameters are set by the kiosk which disk is rented from
- Return fee is calculated on the kiosk which disk is returned to
- Return fee = unit late fee x overdue time
- Overdue sales fee = sale price  
(automatic overdue sale occurs when 'rental fee + return fee' exceeds sale price)
- Return fee and Overdue sale fee can be paid with point, credit card

## 7. Disk Management Features

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### ❖ Rent-Here and Return-There

- A disk can be rented from a kiosk and returned to any kiosk within the same group

### ❖ RFID management

- RFID tag (ISO 15693) attached on each disk is before being assigned with a movie ID
- The system matches the RFID and movie ID and stores the matching information
- All RFID has unique number and is not reusable
- A movie with two disks can be handled

## 8-1. Screen Shots – Seoul, South Korea



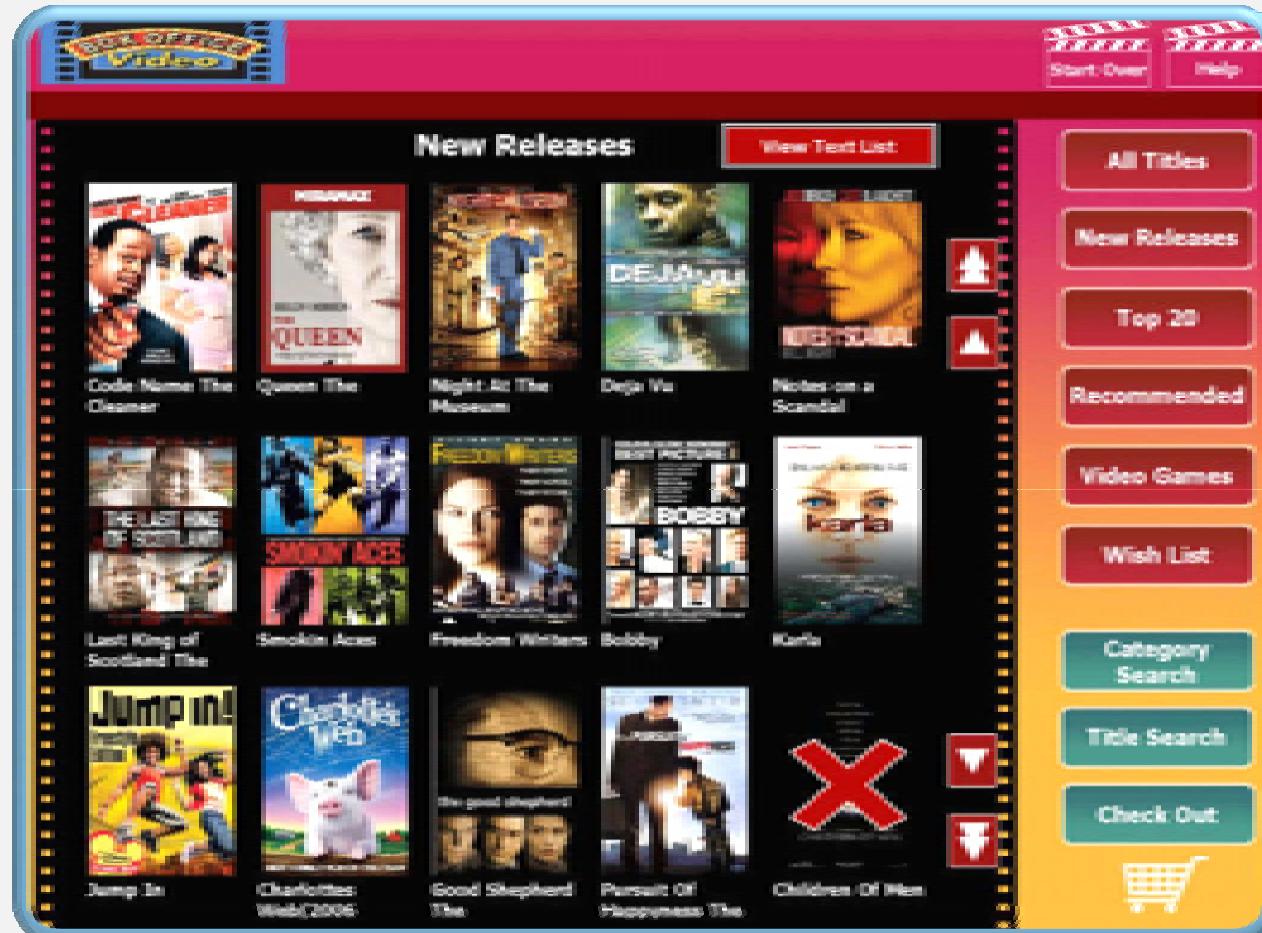
## 8-2. Screen Shots – Osaka, Japan



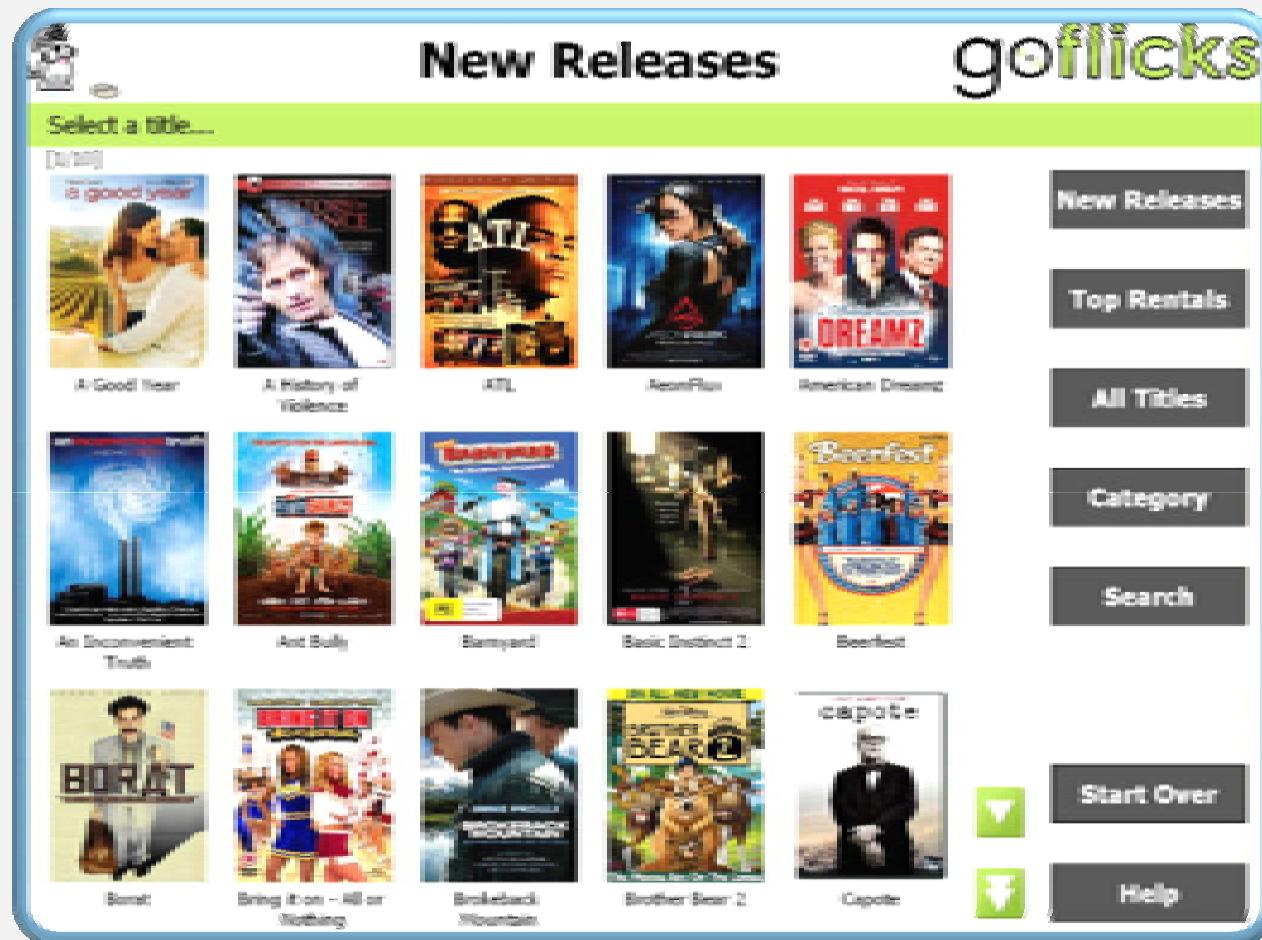
## 8-3. Screen Shots – Taipei, Taiwan



## 8-4. Screen Shots - New Jersey, USA



## 8-5. Screen Shots – Auckland, New Zealand



# 9-1. Appendix (Customizable Items)

## ❖ Payment Functions

- Payment Gateway (API, Account and so on)

## ❖ Languages

- Local language displayed on kiosks and management web

## ❖ Movie Related Items

- Movie DB
- Genre
- Movie ratings, such as PG, PG-13, R, etc.

## ❖ Server System Related Items

- Mail server
- DNS service for management web server

## ❖ Operation Related Items

- System operator ID & password
- Alert email recipients

## ❖ Help

- Help page contents for kiosk

## ❖ Email

- Email template

## ❖ Logo and Images

- 3rd brand Logo
- Graphic images on kiosk
- System operator ID & password
- Alert email recipients

## ❖ Business Related Items

- Movie distributor
- Rental limits
- Rental limits per day
- Weekend and weekday start time
- Grace time

## 9-2. Appendix (Management Items)

### ❖ Operation Related Items

- New movie information and posters
- Rental fee, rental period, late fee, early return reward point
- Top 20, New Release, Recommended movie list
- Trailer file and its play order
- Membership cards and topup coupon
- Discount coupon use policy
- Title management  
(add new and remove old or bad disks)

### ❖ System Monitoring

- Kiosks remain on service even they lose network
- Check alter mails
- Review business reports
- Response to customer's call
- Alert email recipients

### ❖ Server System Related Items

- System status monitoring  
(Server healthy such as performance, cpu usage, disk usage)
- Monitor and protect from un-expected attack from internet
- Backup databases and files periodically
- Windows update and patch
- Server application running status monitoring

# FCC Statement

For a Class A Digital device or peripheral, the instructions furnished the user shall include the following or similar statement, placed in a prominent location in the text of the manual:

NOTE: This equipment has been tested and found to comply with the limits for a Class A digital device, pursuant to Part 15 of the FCC Rules. These limits are designed to provide reasonable protection against harmful interference when the equipment is operated in a commercial environment.

This equipment generates, uses, and can radiate radio frequency energy and, If not installed and used in accordance with the instruction manual, may cause harmful interference to radio communications. Operation of this equipment in a residential area is likely to cause harmful interference in which case the user will be required to correct the interference at his own expense.

**KB's Automated DVD Rental Machine**

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**THANK YOU FOR YOUR ATTENTION**

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Device BU, Kyungbong Co., Ltd

