



CHAMELEON GRAPHICS

CHAMELEON INTERACTIVE CONVERSION KIT

Driving Up Sales in Old Machines Through a Superior Graphics Upgrades

Chameleon's powerful visual upgrade system significantly improves sales in machines where they have proven low by optimises the life of these old machines.

FROM THIS (below)

...hard to see product buttons



TO THIS (below)

... striking, and easy-to-use door panel which informs and attracts.



Rising costs and lower sales means many operators are seeing their profit margins squeezed to the limit.

Boosting sales through old machines is often difficult; tired graphics and the same product on offer over long periods often result in a slump in trade - expensive new machines have been required to boost sales.

Now, with Chameleon from Safer Systems, old machines can be rejuvenated, boosting valuable sales and giving the impression of a new machine but at a fraction of the cost.

COST-EFFECTIVE UPGRADE

Striking graphics and easy-to-use buttons have been designed to maximise the promotion of core, and especially non-core, products through the improved visibility of the machine's product range.

The Chameleon graphics system is quick and simple to change in the field; there is no need for specialist installation or tools. By altering the polycarbonate panel, graphics, button size and positions, a dramatic change of image is achieved, which both informs and attracts passing traders.

INCREASED SALES

Chameleon's eye-catching graphics make an immediate and effective impact on sales. And this, combined with the strong branding opportunities enhance the sales of slower moving products through improved visibility, giving you the flexibility you need in product throughput.

Product cards can be changed as frequently as required to keep interest high and allow for alternation of products at minimal cost.

Large buttons and actual sized graphics cards allow for easy identification and use by customers also.



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Giving a new lease of life to OLD machines
And Driving up Sales

OLD MACHINES:



- Small product display windows make it hard to see at a glance what products are available
- Buttons hard to see from all angles
- Minimal product promotion through small cards
- Product cards not at eye view level

CHAMELEON UPGRADE:



- Maximises product awareness from large display windows
- Striking graphics attract passing trade
- Buttons at eye level
- Easy-to-use buttons customer-friendly
- Buttons allow promotion of slower-moving products
- Point of Sale window maximises brand and product promotion
- Chameleon can be installed in the field with minimum downtime
- No specialist tools required for installation
- Gives the appearance of a new machine, at minimum cost



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