



Stand Out Or Blend In With The Sleek, Contemporary HP Engage One

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At HP, we know that in retail and hospitality environments, customers expect a fast and simple way to find information or to complete a transaction. The physical point of sale experience must rise to meet the demands of retailers through high aesthetic value and peak performance.



From an elegant hotel to a small boutique, a quick-service restaurant to an outdoor garden center—all of these locations require a point of sale device that meets specific needs while appealing to any user.

My team at HP sought to elevate this experience by redefining the customer experience through a versatile, reliable, and beautiful point of sale system. For the new HP Engage One, we gained insights from everywhere—designers, technologists, retailers, and consumers—to create a product that is beautifully simple. It started as a sketch on a napkin, and is now part of an iconic portfolio that dissolves barriers during point of sale customer interactions.

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Impeccable, Versatile Design

A friendly, easy-to-use technology design is vital to the customer experience. Hardware that blends into its environment, and is designed for customers to interact with, helps drive action and engagement. A slim, accessible device that can be deployed anywhere like the HP Engage One caters to a wide variety of needs that customers encounter throughout an experience.

Take the high-stress setting of an airport at the beginning of a family vacation. We designed our HP Engage One terminals to be inviting and friendly, which can be an advantage over the typically bulky kiosks greeting passengers as they enter a terminal. Further on, the HP Engage One can help with food and beverage ordering inside an airport terminal.

Once that family reaches their vacation spot, they could encounter these devices in the hotel providing concierge services, where multiple approachable HP Engage One terminals engage with guests instead of a queue to one person. This enhances the customer experience by removing barriers to assist with the instant access they expect, maintaining a relaxing atmosphere while providing necessary information.

It was key for us to ensure that the design flexibility of the HP Engage One would allow any store or restaurant to imagine new ways to use the device and make it available for interaction by associates or customers. Dream up any use case, and the HP Engage One can integrate into that aesthetic.



"The HP Engage One is an element that can coexist in any environment and be beautiful."

"With the HP Engage One, we have answered the need to deliver superior performance and reliability in a device that removes barriers and distills customer interaction down to its simplest form."

Blending In And Standing Out

One of the reasons traditional point of sale units are bulky is the need for peripheral ports, leading to devices that interrupt the visual aesthetic. With the HP Engage One, peripherals are either integrated into one piece of hardware—such as the elegant built-in column printer—or can be less conspicuous to minimize any visual distraction. For other wall mount deployments, traditional point of sale units present a cable management challenge. But with the HP Engage One, the remote hub enables improved cable management and a less cluttered look with increased reliability.

And it's not just the base unit. The entire HP Engage One family of complementary products—from printer to barcode scanner—was designed together to create one complete, stunning visual experience. The adaptable configurations blend the products into a single style, and with availability in both black and white, a wider variety of palettes are perfect for any business. As Stacy Wolff, our Global Head of Design says, "the HP Engage One is an element that can coexist in any environment, and be beautiful."

Durability With Appeal

A business device must be durable enough to withstand the demands of high-volume interactions, in challenging environments, for however long a business operates, while standing up to the elements to maintain peak performance. With the HP Engage One, we have answered the need to deliver superior performance and reliability in a device that removes barriers and distills customer interaction down to its simplest form.



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Retail and hospitality companies interact with thousands of people daily in an infinite variety of environments, and the HP Engage One can be there to enhance the experience without fail. A quick-service restaurant can cater to more customers with a digital kiosk—technology that can boost orders by 15-20 percent¹. A department store may want to provide customized lighting or soundtrack selections in dressing rooms. An outdoor garden center unit must withstand frigid winters or broiling summers.

Durability is key. Instead of tank-like systems that detract from the environment, or consumer devices that just can't hold up to business use, the HP Engage One strikes a balance by being rock solid while looking as sleek as consumer devices. They're also designed to be serviced on-site by a technician, alleviating yet another complex aspect of maintaining an uninterrupted customer experience. To create a robust device while delivering speed and performance, we partnered with Intel to power the HP Engage One with 7th generation processors for a level of performance that customers expect.

Meeting the needs of a wide network of partners, while maintaining a high level of design was the goal for a line of products to fundamentally alter the customer experience. An interaction between a customer and a sales environment should be pleasant, simple, and intuitive. With the HP Engage One, businesses can achieve that interaction with a beautifully designed system that delivers every time. It looks stunning, helping to amplify an aesthetic, and fits into an infinite number of possible locations throughout a customer journey to suit the needs of business.

Stay tuned for additional articles from HP regarding other aspects of HP's point of sale family, including security, mobility and more.

Learn more at
hp.com/go/engageone


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1. QSR magazine, "Why Quick-Service Restaurants Should Embrace the Kiosk," June 2018, <https://www.qsrmagazine.com/outside-insights/why-quick-service-restaurants-should-embrace-kiosk>

