

Using the Recast System to Issue Virtual Stock



The Recast System incorporates the ability to issue "Virtual stock". Virtual Stock is any item delivered by the system which has intrinsic value and could include such items as Pre-Paid Phone Top Up Cards, Lottery Tickets, Gift Tokens and Vouchers with monetary value.

Recast collects the Virtual Stock from a server managed by the stock provider and delivers it directly to the receipt. Advantages for the retailer include the elimination of lost or stolen physical stock, elimination of stock run-outs, significant reduction in stock holdings resulting in better utilization of funds as electronic stock is generally consignment stock.

An example of how a pre-paid phone card would be delivered: The cashier sells the Pre-Paid card through the normal sales process, entering the PLU for the phone card and the receipt for the sale is sent to the printer. Recast sees the line item on the receipt showing the pre-paid card purchase and triggers the Recast unit to send out a request for the appropriate card of the required value. The request is received by Site Controller which holds a local cache of stock. This cache is regularly updated by the back end pre-paid server. The card data is sent from the site controller to the recast unit. The Recast unit receives the card data and prints the pre-paid voucher on the bottom of the receipt within 1/10th of a second. The format of the virtual stock voucher is very flexible and can include standard text, graphics and barcodes.

Recording when and where the virtual stock transaction took place is extremely important in order to validate the transaction and ensure the various parties receive their reward for enabling the transaction. This process occurs as follows.

FRESH

Fresh Link Drive
23 Link Drive Wairau Park
22 June 2002 08:07am
TRANSACTION NO 8511/01
GST 50-112-379
***TAX INVOICE ***
Served By : Alan

Fresh Attack - Big Size	\$ 7.95
Extra Large Choc Shake	\$ 2.50
Fresh Meal	
2 @ \$4.95	\$ 9.90
Vodafone \$20 Pre-Pay	\$20.00

Cash \$ 40.35
Tendered \$ 60.00
Change \$ 19.65

Pre pay \$20
vodafone

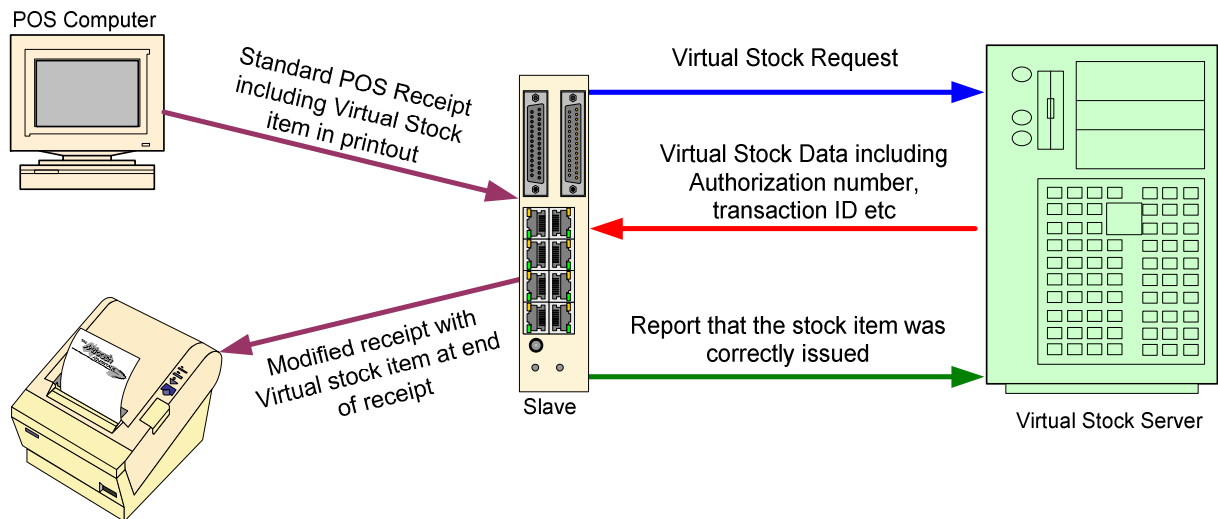
Authorization Code
1234 5678 9012

To use your Prepay recharge voucher
TXT TXT the Authorization number shown above to 887 FREE from your Vodafone mobile.
DIAL Dial 707 FREE from your mobile. Follow the voice instructions. Enter the Authorization number printed above

If you need help with this recharge voucher, please call Vodafone Customer Services on 777 or 0800 800 021. The Prepay service is subject to Vodafone terms and conditions

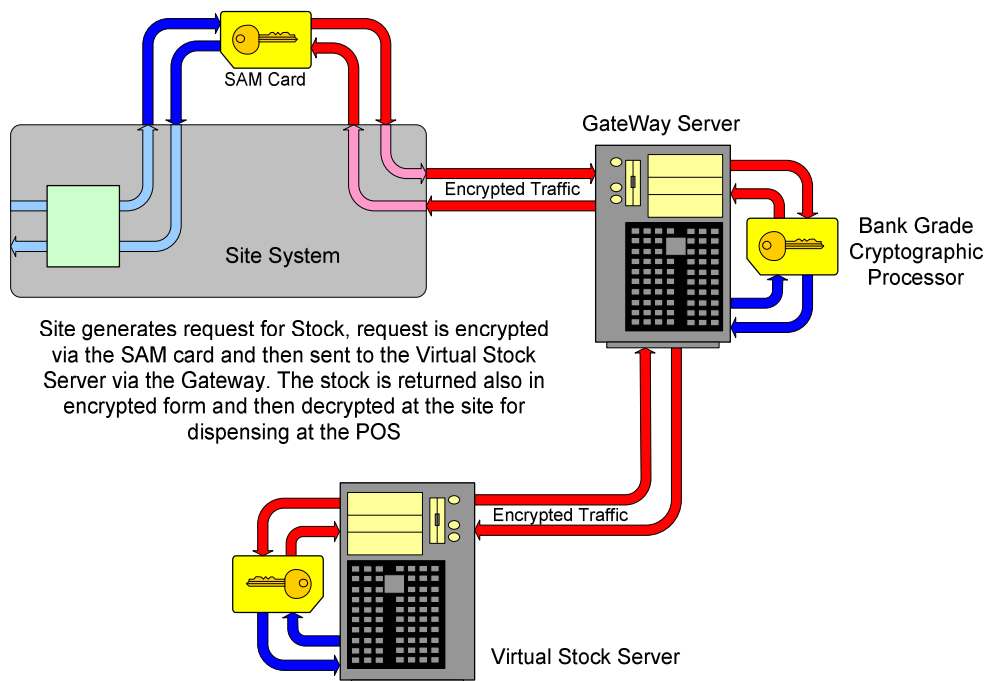
Check out our cool stuff at www.vodafone.co.nz
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Earn Points with **FRESH rewards**



This mechanism could also be used to accurately measure effectiveness of voucher and coupon promotions. The ability to send back to a database information about where and when coupons which contain a unique barcode are redeemed may prove a useful tool for promotion companies.

All communications with the back end servers go via the Recast Gateway Server and ALL communications are encrypted to Triple DES standard. All site to gateway server communications are authenticated so that only genuine site systems are allowed to communicate. This mechanism ensures that the data from the virtual stock server is totally secure.



There is no problem interfacing to virtually any Point of Sale system as the Recast system does not integrate with the Point of sale but sits between the Point of Sale computer and the peripheral units that are connected.