



DeLaRue

CASH SYSTEMS DIVISION

De La Rue House  
Jays Close  
Basingstoke  
Hampshire RG22 4BS  
England

Tel: 01256 (Int +44 1256) 329122  
Fax: 01256 (Int +44 1256) 817197

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Dear Colleague

We are pleased to announce the introduction of the 2800 Value Balancing Counter to your sales region.

The 2800VB represents a new era for currency processing at De La Rue. With the introduction of the two pocket 2800VB, we can now offer superior processing techniques never before realized in a table top currency counter. These capabilities translate into improved productivity and operational control for your customers.

The use of a two pocket frame is unique in its application of denomination recognition technology. Non-stop value, or piece counting, while continuously off-sorting suspect notes, is now achievable in a small, affordable unit. It offers the perfect solution for financial institutions trending toward decentralized branch operations and gaming houses improving efficiencies through bill acceptor technology.

The introduction of the 2800VB supports the Cash Systems Division's goal to provide you with new products which will allow you to be the leading supplier of quality cash handling solutions world-wide.

This is a tremendous opportunity to capitalize on a number of markets, transitioning from antiquated approaches to streamline processes, with a product that addresses their needs. I wish you great success with the 2800VB.

Regards,

  
Haydn Abbott  
Managing Director  
Cash Systems Division

De La Rue  
Cash Systems Division  
is the trading name of  
Thomas De La Rue Limited

Registered Office  
6 Agar Street London WC2N 4DE  
Registered No 720284 England

A Member of the De La Rue Group

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## **USE OF THE SALES GUIDE WITH INDEPENDENT DISTRIBUTORS**

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Copy right in this Sale Guide is vested in De La Rue Systems Limited and all information contained herein shall be kept confidential and shall not be disclosed by you to any third party or used by you for any purpose other than the purpose of facilitating the sale and support of De La Rue Systems Limited's 2800VB Value Balancing Counter.

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Contact names at De La Rue Cash Systems

Copy of feedback form

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## GLOSSARY OF TERMS

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Terms in bold type are described within the glossary.

<b>AUTO START</b>	This is an automatic feature of the 2800VB. It means that the machine will start to count automatically as soon as notes are placed in the <b>input tray</b> .
<b>BATCH SIZE</b>	This is the number of notes to be counted at one time from a bundle of notes. The batch size can be selected using the BATCH key and the numeric keypad.
<b>BUNDLE</b>	In this context, a collection of bank notes to be counted.
<b>CDA</b>	This is a button that appears on the keypad of the 2800VB. Pressing it selects the magnetic <b>counterfeit</b> feature. MAG will appear if magnetic counterfeit detection aid has been selected.
<b>COUNTERFEITS</b>	Illegal copies of bank notes. There are several methods of detecting counterfeits. The 2800VB series can help by checking for <b>magnetic ink</b> .
<b>CULL MODE</b>	Similar to <b>Rogue Mode</b> , except that the denomination assigned for the first note is selected manually by the operator. All notes of the selected denomination are valued and sent to the lower output tray. All notes other than the selected denomination are sent to the upper output tray. The value displayed at the end of the count represents the selected <b>denomination</b> .
<b>DENOMINATION</b>	The value attached to a particular banknote.
<b>DOUBLES DETECT</b>	The optical doubles detection is adaptive and is automatically controlled by the machine. The note being inspected and counted is compared to previously counted notes in the pack. The unit continuously adapts to the quality of the notes being counted.
<b>HALF NOTES</b>	Some notes may be folded in half, either lengthwise or widthwise, or may be damaged to such an extent that they have become torn in half. The <b>Doubles Detect</b> will identify these and reject them.
<b>HEIGHT/SHORT EDGE</b>	Most world bank notes are rectangular with 2 sides much shorter than the other two. These are referred to as the height or short edge. If a machine has <b>Size Detection (Size)</b> , then it measures the short edge of the note to ensure all notes are the same or correct height.
<b>INPUT TRAY</b>	The area at the top of the machine where notes are placed for counting.
<b>MACHINE TRANSPORT</b>	The area within the machine through which the note is passed to be counted.
<b>MAGNETIC INK</b>	This is used on several currencies, most notably US dollars, as an anti- <b>counterfeit</b> measure.
<b>NO READ</b>	Flashes when the 2800VB cannot determine the denomination of a note.

<b>OUTPUT TRAYS</b>	The area at the front of the machine where the notes are deposited once they have been counted.
<b>PIECE COUNT MODE</b>	The 2800VB can be used as a traditional piece counter when not being used for value balancing.
<b>ROGUE DENOMINATION</b>	This is any bank note in a <b>bundle</b> being valued that is not the same denomination as the first note valued.
<b>ROGUE MODE</b>	The first bank note of a bundle to be counted will be automatically assigned a value from the denomination table. All subsequent notes being counted will be checked to be the same value. Any notes of a different value will be off-sorted to the upper tray. This is used to value a <b>bundle</b> of notes that are thought to be all the same denomination while off-sorting those of a different denomination.
<b>RS232</b>	The port and interface that allows information to be transferred from a 2800VB to a Personal Computer, printer, or other controlling device.
<b>SIZE DETECTION (SIZE)</b>	These are optical sensors within the machine that measure the <b>height/short-edge</b> of the note.
<b>SPEED</b>	The rate at which notes can be counted. The 2800VB is adjustable with a maximum throughput speed of 1000 notes per minute. The speeds (300,600,1000npm) can be accessed by cycling the "SPEED" key on the keypad.
<b>STRIPPER ADJUSTMENT</b>	The amount of space through which a note can pass when it is fed into the machine. There are 4 adjustable settings for a variety of note thickness'. The 2800VB is factory set to position 3.
<b>SUSPECT NOTE</b>	This is any note that the machine thinks could be a <b>counterfeit</b> either because it contains too much or too little <b>magnetic ink</b> or the properties of the ink are incorrect.
<b>TOTAL</b>	Three levels of totals are available, <b>COUNT</b> , <b>SUB</b> , and <b>GRAND</b> . Count total represents the value of the bundle of notes currently counted. Sub total is the accumulation of the count total. Grand total is the accumulation of the sub total. The count level is automatically cleared when notes are placed in the input tray. Sub and grand can be selectively cleared by the operator.
<b>THROUGHPUT RATE</b>	This is the average time it takes the machine to count a specified number of notes at the given speeds.
<b>TRAY INDICATORS</b>	Two LED lights which identify the status of the upper and lower output trays as they relate to the mode selected.
<b>VALUE MODE</b>	In <b>Value Mode</b> , the 2800VB verifies the actual value of the banknotes in a bundle rather than just counting the number of banknotes.

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## **CURRENCY COUNTING AT DE LA RUE**

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De La Rue has a wealth of experience and a rich history in designing, manufacturing and distributing currency counting machines. The new 2800VB is the latest in a long line of successful counting machines and combines the latest technology with years of experience in cash handling, to provide a world class range of counters.

Currency counters have been produced by De La Rue and its predecessor De La Rue Instruments, since the late 1960's. The earliest machines were the 100E spindle counter and the 500 Notemaster, a vacuum counter. Since those early days, De La Rue has continually developed and launched new generations of product incorporating the latest technology to improve functionality and enhance performance. As market requirements change, De La Rue continued to evolve the product range through the incorporation of detectors and authentication techniques such as Size Detection, Width Detection, and Magnetic and Ultraviolet Counterfeit Detection.

The 1995 acquisition of Brandt, one of the oldest established banknote and coin handling companies, has widened De La Rue's product range and strengthened De La Rue's presence in the United States.

Now De La Rue is proud to bring to market the 2800VB, one of several new products in the widest range of counters offered by any company. With the quality of build and accuracy of count you would expect from a De La Rue counter, the 2800VB adds a high level of performance and intelligence through the use of denomination recognition technology.

**With over 100 distributors throughout the world marketing and selling the 2800VB, it is set to become market leader in its class - this sales guide takes you through all you need to know to make it a success.**

**BANKNOTE  
COUNTING MARKET**

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## **BANKNOTE COUNTING MARKET**

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The 2800VB Value Balancing Counter is the latest in a long line of quality currency counting machines supplied by De La Rue. Over the years these machines have been utilized in a number of different applications, including financial, retail, and leisure industries.

The purpose of this section is to act as a summary of De La Rue counting machine applications.

### **BANKNOTE COUNTING**

#### **Finance**

##### **Bank Branches, Front Office:**

- Verifying and authenticating commercial and saver deposits at the teller position
- Dispensing 'odd' batches of notes at a teller position
- Operating the counter at low speeds gives a teller the opportunity to check for incorrect denominations, checks or bank paper within a note bundle

##### **Bank Branches, Back Office:**

- Reconciling and authenticating teller drawers
- Batching notes for processing at a larger bank or cash center
- Reconciling and authenticating night drop deposits. Large banks with many customers using the night safe facility or regularly depositing cash may use an on-line counter to minimize the time and paperwork involved in deposit reconciliation
- Batching and aerating for ATM cassette filling/emptying

##### **Cash Centers and CIT's:**

- Reconciling and authenticating large retail deposits. This can be done on-line to reconcile regular deposits from large customers centrally
- Verifying and authenticating deposits from bank branches prior to fitness sorting
- Batching of notes prior to return to bank branches. This process is often fulfilled by a banknote sorting machine, but counters often provide a cheaper method of batching.

##### **Federal Reserve:**

- Various general counting and verification functions
- In conjunction with sorting machines to reconcile contents of bundle and cull pockets

#### **Retail**

- Counting/batching start of day floats
- Till reconciling, accurately counting the contents of one or more tills
- Large retailers may use the counter on-line to reconcile a number of tills centrally over the course of a day's trading
- Out-sorting rogue denominations
- Batching and verifying notes for deposit to banks

## **Vending and Leisure**

- Valuing mixed denominations collected in ticket and vending machines
- Reconciling deposits received from multiple sources, by quantity or value
- Batching of notes for deposits into bank branches
- Out-sorting rogue documents
- Authenticating banknotes

*Other sectors of the market using similar applications include: Casinos, Travel Agencies, Airports, Gas Stations, Amusement Parks, Tollroads, and Railway companies.*

## **GENERAL DOCUMENT COUNTING**

### **Miscellaneous**

- Counting of documents with the specified size and thickness ranges presented on the 2800VB Series datasheet (maximum document size 3.50" x 9.50" / 90 x 195mm).

## **MODEL 2800VB SPECIFIC APPLICATIONS**

The 2800VB has applications in all the major market segments typically served by De La Rue. The following information details how the 2800VB can be applied within each specific market.

### **Financial**

#### **Bank Branches:**

Depository banks of the Federal Reserve and Central Banks around the world continue to search for more cost effective methods of complying with ever increasing deposit requirements. Deposit preparation and daily monitoring of inventory levels present a tremendous labor burden. In order to meet the requirement depository banks are moving the burden of proper deposit preparation, inventory management, commercial deposit processing, and ATM support out to the branches. This move towards decentralization creates a need for a small footprint sorter/counter which can quickly value and sort mixed bundles of currency.

Those financial institutions which are trending toward a decentralized approach to commercial deposit processing will benefit from the multi-functional 2800VB. When located at the commercial deposit window, customer deposits can be quickly valued while the customer waits. Suspect notes are off-sorted permitting quick identification and verification by the teller.

At the end of the day or shift, the commercial teller can utilize the sorting features of the 2800VB to value and sort the mixed currency collected at the commercial window.

### Cash Centers and CIT's:

In environments where immediate customer credit is essential, the 2800VB can quickly value a deposit and print or transmit the verified provisional total. Utilizing the full size second output tray, the teller can continue to place notes in the input tray while off-sorting suspect notes. These notes can be evaluated and re-valued upon teller inspection. The off-sorting process does not require the 2800VB to stop processing or demand immediate operator intervention. And with a 200 note output tray capacity, the operator can inspect the off-sorted notes when they're ready, not because the upper tray is full.

Once the deposit has been value balanced it can be trayed in preparation for final count and spread sorting, thus creating additional sales opportunities for spread sorting.

### Vending and Gaming

Recent advancements in bill acceptor technology translate into multiple non-traditional industry opportunities for the 2800VB. Bill acceptors programmed to accept multiple denominations in two or four orientations result in volumes of mixed currency which need to be valued, sorted, faced, and footed.

*Bill acceptors are used on vending machines, change machines, airport rental carts, rolled coin dispensers and casino slot machines.*

Vendors can use the 2800VB to quickly value balance a route driver's receipts. After all the days receipts are received, the mixed currency can be sorted and valued by denomination in preparation for the days bank deposit.

Casino soft count rooms will use the 2800VB to balance bill acceptor cassettes attached to each slot machine. If the casino slot machine acceptors are programmed to accept casino certificates, the 2800VB can out-sort the certificates while continuing to value just the currency.

**AND BENEFITS**

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## **INTRODUCTION TO THE 2800VB**

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The new model 2800VB Value Balancing Counter is designed to automatically value balance, count, and sort US currency.

The 2800VB offers as standard:

### **Primary Operating Modes**

- Mixed denomination value balancing
- Automatic Rogue denomination off-sort based on the first note through
- Operator selected denomination off-sorts using the Cull mode
- Standard piece counting with off-sort of error or suspect notes
- Non-stop sorting of old and new style US currency
- Non-stop facing of US currency
- Non-stop orientation of US currency
- Sorting by denomination

### **Standard Operating Features**

- Adaptive Doubles Detection technology as standard ensures unsurpassed count accuracy
- Variable speeds of 300, 600, and 1000 notes per minute
- Variable batching
- Auto start
- Magnetic Counterfeit Detection Aid for US currency
- Size detection direction of feed
- RS232 serial port interface

The 2800VB will have two magnetic counterfeit detection variants in the range:

- 2800001 - 115V, Presence Magnetic Counterfeit Detection
- 2800003 - 115V, Ratiometric Counterfeit Detection

(Contact supplier for availability and pricing)

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## **2800VB FEATURES AND BENEFITS**

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### **QUALITY**

The 2800VB machine has been designed and manufactured using the wealth of knowledge and experience which De La Rue has accumulated from a long history of note counting machine production. The watchword for De La Rue is quality. The list below shows the features of the 2800VB which continue this De La Rue tradition of quality.

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<b>FEATURE</b>	<b>BENEFIT</b>
Adaptive Double Detect System.	Guaranteed counting accuracy which has been proven world-wide.
Large, intuitive LCD display and direct keypad access to all functions.	Display and keypad are easy to read and access making the machine easy to learn and operate.
Two output tray configuration.	Increased throughput as error or suspect notes are off-sorted in process.
Operator assist tray indicators.	Visually alerts the operator as to which tray contains an error or suspect note. LED color changes based on the operating mode selected.
Four positions for feed gap (stripper) adjustment.	Allows feed performance to be optimized for varying conditions of currency.
Bundles the notes neatly after counting.	Simple and quick to unload notes from the output trays.
Large input and output trays. Input stacker tray holds up to 600 notes, output trays 200 each.	Increases count efficiency for large note volumes. Machine requires less loading and unloading.
Easy access to front and back of the machine to clear any note jams.	Jams can be cleared quickly, improving processing efficiency.

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## INTELLIGENCE

The note counting market is becoming increasingly sophisticated. As a result, customers are expecting machines to be increasingly intelligent. The list below shows how the 2800VB machine is meeting these demands.

FEATURE	BENEFIT
Magnetic counterfeit detection aid.	Assists the operator by identifying magnetic counterfeit suspect based on presence and properties of the magnetic ink.
When the machine stops with a suspect note, the display indicates which detector caused the stop.	The flashing LCD display enunciator helps the operator identify the location of the suspect note which off-sorted to the upper tray or stopped the machine.
Four primary operating modes: Value, Cull, Rogue and Sort.	Operator can quickly and easily access the best operating mode for the current task being performed.
Every 2800VB comes equipped with RS232 interface.	The machine can be used on-line as part of a larger network for cash management or interfaced to a printer for audit trail generation.
Secondary operating modes permit Facing and Orientating of notes.	In two passes, a bundle of notes can be faced and orientated in preparation for deposit.
All orientation denomination recognition.	Operators are not required to pre-face or orientate the currency to be valued or counted.

## **SAFETY**

All products sold commercially are faced with increasing safety legislation. The 2800VB exceeds its statutory obligations in terms of safety, electromagnetic compatibility, transportability, and quality. Safety describes De La Rue's approach to the 2800VB. De La Rue has a well established world-wide network providing after sales service and spare parts.

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<b>FEATURE</b>	<b>BENEFIT</b>
The 2800VB machine is simple to maintain and spare parts are readily available.	De La Rue has an extensive global network of field sales engineers.
Approved to the latest machine safety standards applied in Europe, USA and Canada EN60950 (Europe), UL1950 (USA), CSA C22.2 No. 950 (Canada)	The machine has been fully tested for protection against electric shocks and for electrical safety. It has also been accessed to ensure there is minimal mechanical risk to the operator.
Complies with FCC Part 15, Subpart B, Class A requirement. Complies with EMC EN 55014 and EN 55022	The machine can be used next to computers or other electrical devices and the risk of electrical interference between the devices has been minimized.
Packaging approved to INSTA standards.	The machine will be fully functional when it is unpacked. Packaging and accessories have been tested for transportability.
De La Rue is a global company with a long history in manufacturing and distributing cash handling equipment.	The products have been designed by De La Rue. We fully understand the environment in which they will be used.

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## **VALUE BALANCING TECHNOLOGY EXPLAINED**

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### **VALUE BALANCING THROUGH PATTERN RECOGNITION**

The 2800VB offers a truly unique approach to denomination pattern recognition as the entire note image is captured. This "whole note" approach reduces mis-identification and no-reads as all of the note is available for pattern evaluation. An operator can move easily between operational modes that permit accurate value balancing, odd note identification and off-sort, or a specific denomination selectively removed from the pack.

Each denomination is recognizable in any of four possible orientations. As a result, notes need not be pre-faced or orientated prior to processing. At speeds up to 1000 notes per minute, a digitized image is captured and compared to a known pattern. The 2800VB then either assigns a value to the note or off-sorts the note for operator evaluation.

The 2800VB will never mis-classify a note. As a result a note may off-sort which appears normal to the eye but which could not be classified. Rather than mis-classify the note, the 2800VB off-sorts it for operator review. The LCD display will flash NO READ in this situation.

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# OPERATING MODES AND FEATURES

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## OPERATING MODES

### Piece Count Mode

All verified notes default to the lower output tray. Error and suspect notes default to the upper output tray.

*Selected when optimum throughput is required. Allows the operator to process large volumes of currency without stopping for error or suspect notes. Batching is available in this mode.*

### Value Balance Mode

All valued notes default to the lower output tray. Error or suspect notes default to the upper output tray. By cycling the value key, the operator can view the value of each denomination in the bundle of notes valued. A total piece count is displayed at the end of the cycle, followed by the total value.

*Selected when a value is required of a given bundle of mixed currency. All error notes are off-sorted during the value balance mode and do not effect the value provided for the lower output tray. Batching is not available in this mode.*

### Rogue Mode

All notes the same as the first denomination valued default to the lower output tray. All denominations, other than the first, default to the upper output tray. The value displayed reflects the value of the contents in the lower output tray.

This mode can also be used to sort a large quantity of notes. By simply returning all out-sorted notes to the input tray from the upper output tray, the 2800VB will continue to sort all the remaining notes.

*Selected when a value is required of a given bundle of currency which is thought to contain only one denomination. All error notes and notes of a denomination other than the first denomination through are off-sorted during the value balance process and do not contribute toward the value provided for the lower output tray.*

### Cull Mode

By selecting Cull Mode, then the desired denomination, an operator can cull a specific denomination from a mixed bundle of notes. All notes of the selected denomination default to the lower output tray. All denominations other than the selected, default to the upper output tray.

*Selected when a value is required of a specific denomination or when a specific denomination is being removed from a bundle of mixed notes.*

## **Facing Mode**

Portrait up notes default to the upper output tray. Green back up notes default to the lower output tray.

*Selected when a given bundle of US notes needs to be faced. Allows the operator to piece count, face, batch, and authenticate in one pass significantly reducing secondary operations.*

## **Orientation of US Currency**

Typically performed after facing mode, head up notes default to the lower output tray while inverted notes default to the upper output tray.

*Selected when an operator has the need to orientate US currency.*

## **Sort Old US \$100 From New US \$100**

New US currency defaults to the upper output tray while old US currency design defaults to the lower output tray.

*Selected when an operator has the need to separate US currency by series.*

## **FEATURES**

### **Authentication (CDA)**

“Suspect” notes are either off-sorted to the upper output tray (piece count mode) or result in a machine stop (facing mode).

*Reduces the cost incurred when counterfeit notes are not detected at the point of verification. If in a two pocket mode, the appropriate tray LED will flash indicating the location of the suspect note.*

### **Three Speeds**

Selectable at 300, 600, and up to 1000 npm. Achievable speed is dependent upon size and quality of currency being processed.

*Selectable speeds permit visual inspection of notes and optimization of throughput. Fastest machine available which counts, faces, batches, and authenticates in one pass.*

## **Adjustable Guides**

Left and right guides can be adjusted simultaneously or independently.

*Notes are perfectly aligned every time greatly reducing mis-feeds resulting from poor note placement.*

## **RS232 Interface**

Industry standard communication port is standard.

*Every machine is equipped to go on-line. Industry standard interface assures hassle free connectivity.*

## **Level Total Integrity**

The 2800VB has the ability to maintain a separate total for each of the sorting, counting, or valuing related modes thereby maintaining the integrity of the processing mode total. Further, totals can be maintained for each of the three operating levels within each mode. For example, a teller who is processing commercial deposits would primarily use the Value Mode. Once the processing has been completed, the teller would change to Rogue Mode to sort the mixed currency. Notes processed using Rogue Mode would not increment the totals obtained during Value Mode. Each total is automatically displayed when the individual operating mode is selected. These individual mode totals can also be printed. The resulting printout indicates from which the print was initiated.

# KEYPAD AND DISPLAY OVERVIEW

**Piece (or) Value Count** - Shown to indicate that either the PIECE count or the VALUE mode is selected.

**Rogue** - Shown when ROGUE mode is selected.

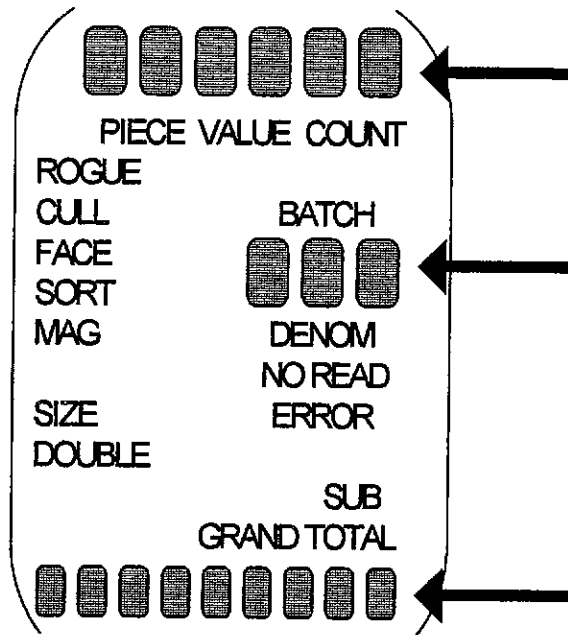
**Cull** - Shown when CULL mode is selected or certain SORT modes.

**SORT** - Shown when various note sorting routines are selected.

**FACE** - Shown when FACE mode is selected.

**MAG** - Shown when magnetic counterfeit detection is selected and flashes when a "suspect" is detected.

**Size** - Shown when length measurement is selected and flashes when a "suspect" is detected.



**Numeric Display 1** - Shows the accumulated PIECE or VALUE total for the batch ( up to 6 digits).

**Numeric Display 2** - Shows the selected batch setting, denomination for either value or cull modes, or the selected sort mode. Error codes are also shown here.

**Numeric Display 3** - Shows either the sub or grand total value or piece count (up to 8 digits).

**Double** - Shown when doubles detection is selected and flashes when a double note is detected.

**Count** - Shows the accumulated PIECE or VALUE total (up to 6 digits).

**Batch** - Flashes when the notes counted are equal to the selected batch setting.

**Denom** - Shown when in the VALUE or CULL mode to indicate that the batch setting represents the denomination selected.

**No Read** - Flashes when the 2800VB cannot determine the denomination or characteristics of a note.

**Value** - Press to select Value Mode. When cycled, each denomination and the corresponding dollar value total is displayed.

**Rogue** - Press to select Rogue Mode. Rogue is used when a value count is needed of a given bundle which is thought to contain only one denomination. The first note through determines the sort criteria - all other denominations are off-sorted.

**Cull** - Press to enter the Cull Mode. Cycle to select the denomination to be sorted. All other denominations in the bundle are off-sorted.

**Sort** - Press to select the Sort Mode. Pressing sort together with a number key selects various bundle sorting features.

**Total** - Press to view the SUB total GRAND total counts located in display area three.

**Face** - Press to select Face Mode. US portrait up notes are sent to the upper tray while green back up notes are sent to the lower tray.

**Speed** - Cycle to select between three speeds, 300, 600, 1000rpm. Speeds are approximate and influenced by document quality and size.

**Batch** - Press to switch the batch counting mode on or off. Batch must be pressed before entering a batch value.

**CDA** - Press to switch magnetic counterfeit detection aid on or off.

**Size** - Press to cycle the length (size) measurement feature between settings 3mm through 8mm and off.

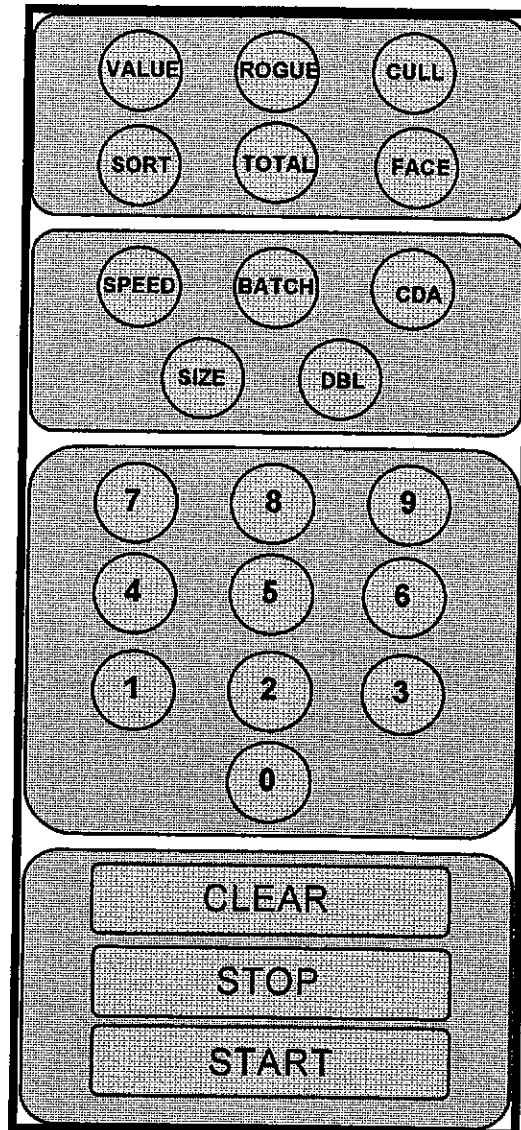
**Double** - Press to switch the doubles detection feature between sensitivity settings 1 through 6 or off.

**Numeric Keypad** - Used to enter batch settings, from 1 to 999 and select various sort modes.

**Clear** - Press to clear the COUNT, SUB, and GRAND totals. To protect against accidental clearing, the button must be pressed twice to clear a total.

**Stop** - Press to stop any count in process. When pressed, the Start button must be pressed to continue the count.

**Start** - Press to continue the counter after an error or jam stoppage, or after the Stop button has been pressed.



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## **ABOUT RS232 INTERFACE**

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The 2800VB comes equipped with one **RS232 9 pin serial port**. The 2800VB can be interfaced with a host system or audit trail printer. As an additional feature, the 2800VB has been designed with two pre-set printer interfaces as well as the flexibility of customer programming capability.

### **HOST SYSTEM**

A host system can exist in a number of configurations with each requiring a different interface approach depending upon customer requirements:

- **Customer Designed and Supported**

In this scenario the customer may wish to interface the 2800VB themselves. In this case, please contact the 2800VB Product Manager to acquire the necessary interface information.

- **Existing Brandt Cash Settlement Systems**

The 2800VB will not interface to all existing CSS workstations. The 2800VB will not be backward compatible to Brandt Models 855, 856, and 8700. With software upgrades, the 2800VB can interface to PC based Brandt Models 4709 and 4810. Please contact the Systems Division, LeFebure, Cedar Rapids for information on availability and upgrade requirements.

- **New VIA System**

The new 2800VB will be compatible with the new VIA software product. Please contact the Systems Division, LeFebure, Cedar Rapids for information on availability and pricing.

### **AUDIT TRAIL PRINTER**

The 2800VB has been designed with two pre-set printer interfaces. The 2800VB can *automatically* interface to either the **Model 3370002** printer (used with either the Brandt 8643 counter / Brandt 3310 scale) or the **Citizens CBM-910** printer (40 col., 2K Bytes) by modifying the RS232 default to 3100. **Either printer can be interfaced using cable number D301342.**

The 2800VB can also interface to existing printers within the range of programmable defaults. (See Start Up Defaults - RS232)

The 2800VB retains a total for each operating mode permitting individual printing of data for Value, Rogue, Cull, and Face modes as well as most Sort modes. In all cases, the resulting print format indicates the mode printed, the level printed, and each denomination including unit and value counts. A total for units and value is provided.

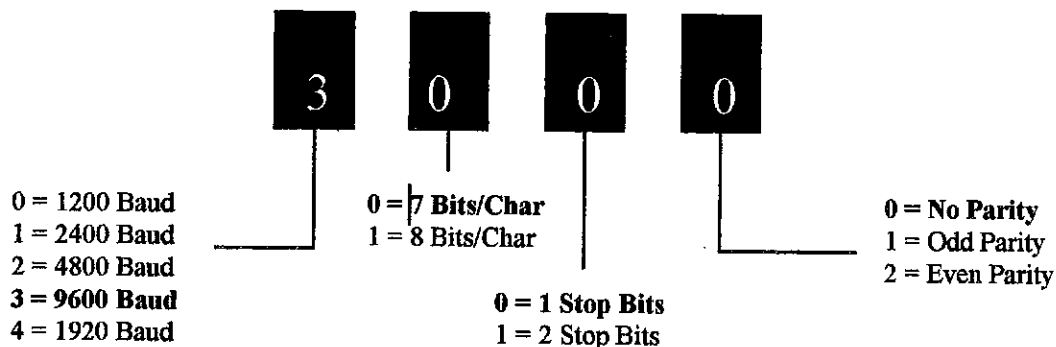
Value Mode		
Sub Total - level 2		
<u>Denom.</u>	<u>Units</u>	<u>Value</u>
\$ 1	400	400.00
\$ 2	20	40.00
\$ 5	20	100.00
\$ 10	20	200.00
\$ 20	20	400.00
\$ 50	20	1000.00
\$100	40	4000.00
<hr/>		
<b>Total</b>	<b>540</b>	<b>6140.00</b>

### START UP DEFAULTS - RS232 Interface

The 2800VB is design with programmable settings for Baud Rate, Bits/Characters, Stop Bits, and Parity.

**Default RS232 communications interface settings are 9600 Baud, 7 Bits/Char, 1 Stop Bits, and No Parity.** Each of these settings can be re-programmed by following the Customer Programming instructions.

1. Set the 2800VB AC power switch to OFF (0).
2. Press and hold the Batch touch button while setting the AC power to ON (I). *After the "beep"*, release the Batch button.
3. A four digit number appears with the first number flashing as shown and explained in the following example.



## SETUP ROUTINE

1. Use the Start button to cycle through the four digit number.
2. Use the numeric keypad number 9 button to increase the setting; use the number 3 button to decrease the setting.
3. When you are finished, set the 2800VB AC power switch to OFF (0).
4. All settings are stored in memory.

*To end programming at any time and return to normal machine operation simply press the Stop button. After the "beep", release the Stop button, then set the AC power switch to OFF (0).*



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## **THE SEVEN STAGES OF THE STRATEGIC SELL**

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The purpose of this section is to act as a check list for the typical stages encountered during the sale of products such as banknote counters. Since customers are increasingly faced with conflicting priorities, it is essential that discussions focus on the problems which need to be addressed and how De La Rue products can provide the solution to those problems. There are seven stages to this form of Consultative Selling, where the objective of each stage is to sell the next stage, ultimately leading to a product sale. The questions relate to selling in the banking sector, but could be modified to suit the retail or leisure industries.

### **STAGE 1 - IDENTIFY SUSPECT CUSTOMERS**

This stage acts as the preliminary research to understand the size of market for value balancing counters within a particular region.

- How many different banks and bank branches exist?
- How many cash centers?
- How many staff are employed in the banking industry?
- How many are involved in processing cash?
- What is the number of teller positions in each bank?
- Are they moving towards automatic money processing?
- Do people still utilize walk up tellers to be served?
- Is the bottleneck caused by the transaction process or the speed of cash counting?
- What is the installed base of bank note counters? Value balance counters?
- How old are they?
- Where are the counters used?
- Where are they purchased?
- Do they have counterfeit detection aids?
- What are the major driving forces within banks?

### **STAGE 2 - QUALIFY SUSPECTS INTO PROSPECTS**

From the general market information collected above, this stage acts to filter the information and provide a list of potential customers for more targeted sales efforts.

- Are there any large banks, cash centers, or CIT's which have little or no equipment for processing large volumes of cash?
- Are there customers with a large install base of aging machines?
- Who are the Decision Makers?
- How can they be contacted?
- Do the banks regularly replace their equipment?
- Do they use other cash handling products which could be used as a basis for discussion?
- Has a new set of banknotes been issued?
- Is there a problem with a high number of counterfeits in circulation?

### **STAGE 3 - ESTABLISH DE LA RUE'S CREDIBILITY**

Once a list of prospects has been prepared and the Purchasing Decision Process understood, the initial approach can be made to a prospect bank. The approach should be made to the decision making group and be used to establish how De La Rue is positioned to provide solutions to a wide range of cash handling problems. The De La Rue corporate brochure can be used as an aid to explain the history and success of the company.

- Long experience in Bank Note Printing, Bank Furniture, and Cash Handling equipment.
- Established world-wide service and after sales support infrastructure.
- Understanding of the issues affecting banks world-wide and the hidden costs involved in handling large volumes of cash.
- Large international company with a secure financial background.
- World-wide reputation for Quality, Innovation, and Service.
- Large portfolio of products to allow a total solution ranging from Hardware to Software and process solutions.
- World-wide installed product base.

The benefit of working with a large international company such as De La Rue is that instead of simply selling discrete products, De La Rue can offer a cash handling solution which is tailor made to suit the needs of individual customers.

### **STAGE 4 - IDENTIFY AND QUANTIFY THE PROSPECT'S NEEDS AND WANTS**

The purpose of Stage 3 was to establish why De La Rue is equipped to solve cash handling problems. This stage is designed to get the customers talking about their needs and wants and therefore defining the problem which De La Rue can help them solve.

- Ask open-ended questions, let the customer do the talking wherever possible.
- What sort of problems do you have with...?
- How satisfied are you with... e.g. the reliability of current counters?
- What is the current process for handling currency in the bank?
- How much time and money does that cost the bank over the course of a year?
- How are large deposits processed?
- How much of a problem is counterfeiting, how are suspect notes controlled?
- What are the longer term plans for developing the bank?
- Are teller positions linked by computer network?

### **STAGE 5 - DEVELOP AGREEMENT TO THE DE LA RUE APPROACH**

The conversation above will give a clear understanding of the main issues affecting the bank, where their main priorities lie and their future development plans. It is now possible to highlight De La Rue's product range and describe how these products will fulfill the needs and wants of the customer. Present the **UNIQUE SELLING PROPOSITION**. At this stage, product literature should be used to illustrate the product as it is discussed.

- If for example, the bank has a requirement for reconciling the day's takings from a number of teller positions or a cash center verifying large commercial deposits, the ideal product would be a De La Rue currency counter.
- the Unique Selling Proposition for a De La Rue currency counter is a combination of Quality, Intelligence, and Safety.
- Quality consists of high accuracy, high throughput, reduction of stops due to jams and high reliability, leading to cost effective counting of cash.
- Intelligence consists of a wide range of detector options to out-sort rogue denominations and suspect counterfeits. This can extend to compatibility with computer networks.
- Safety consists of not only official legislation approvals, but also a reliable service infrastructure, ease of operation and ready availability of spares. This gives the customer the benefit of peace of mind and confidence in the product.

The discussion following presentation of the De La Rue product should give the customer the opportunity to confirm that this would meet the requirements established during Stage 4.

### **STAGE 6 - PRESENT AND AGREE DE LA RUE PROPOSAL**

The bank will require a written tender to describe the De La Rue product proposal. The tender document may vary according to customer requirements. A typical tender may contain details on the following:

- Product Description and Quantity.
- Price and Payment Terms.
- Terms and Conditions of Sale.
- Delivery dates, shipping and insurance details.
- Service requirements, spare parts pricing and annual costs to support the product.
- Warranty, specific time periods and how a warranty claim is registered.

The proposal may be coupled with a full product demonstration which in many cases may be required on the customer site. At this stage there could be lengthy negotiation regarding, product specification, pricing and service requirements.

### **STAGE 7 - CLOSE THE SALE**

This final stage is to finalize a contract and obtain a firm order from the customer. At this stage, the customer should be given contact names for after sales service and provided with advice and support as required.

**The form on the next page has been designed for use in recording information on potential customers.**

**PROSPECTIVE CUSTOMER INFORMATION**

<b>CUSTOMER NAME:</b>		
<b>COUNTRY OR AREA:</b>		
<b>NUMBER OF BRANCHES AND/OR CASH CENTERS:</b>		
<b>NUMBER OF STAFF EMPLOYED:</b>		
<b>INSTALL BASE OF CURRENCY COUNTING MACHINES: NUMBER, MAKE AND MODEL</b>		
<b>MAIN ISSUES AFFECTING THE BANK:</b> OPEN PLAN/PROCESS AUTOMATION/ REDUCE TELLER LINES, GREATER FINANCIAL CONTROL ETC.		
<b>NAME AND ADDRESS OF DECISION MAKING GROUP:</b>		
<b>HAS THE BANK EVER WORKED WITH DE LA RUE IN THE PAST?</b> IF NO, ESTABLISH DE LA RUE AS A CREDITABLE SUPPLIER	YES / NO	
<b>TOP FOUR NEEDS AND WANTS OF THE CUSTOMER:</b> <i>EXAMPLE - IMPROVE PROCESS EFFICIENCY, COUNTERFEIT DETECTION, OUT-SORT, ROGUE DENOMINATIONS, ON-LINE BANKNOTE COUNTING?</i>		
<b>UNIQUE SELLING PROPOSITION:</b> <i>ESTABLISH WHICH FEATURES OF THE DE LA RUE 2800VB WILL SATISFY THE NEEDS BY SUPPLYING A COMBINATION OF QUALITY (ACCURACY), INTELLIGENCE AND SAFETY.</i>	<b>IDEAL PRODUCT AND VARIANT:</b>	
	<b>QUANTITY:</b>	
	<b>OTHER RECOMMENDATIONS:</b>	
<b>USE THIS SECTION TO DOCUMENT THE RESULTS OF THE DISCUSSIONS AND ANY FURTHER ACTION REQUIRED.</b>	<b>TENDER SUBMITTED:</b>	YES / NO
	<b>ORDER PLACED:</b>	YES / NO
	<b>FOLLOW UP ACTION REQUIRED:</b>	YES / NO
<b>GENERAL NOTES:</b>		

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## DEMONSTRATION TECHNIQUES

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### REQUIRED ITEMS

√	2800VB		
√	Test Notes - Counterfeit, Size, Double, Half		
√	\$1	100 notes	\$100.
√	\$2	2 notes	4.
√	\$5	2 notes	10.
√	\$10	2 notes	20.
√	\$20	2 notes	40.
√	\$50	2 notes	100.
√	\$100 Old Series	2 notes	200.
√	\$100 New Series	2 notes	200.

**TOTAL            114 Notes / \$674.00**

*The required items list indicates the minimum amount of currency required in order to perform a proper demonstration.*

*For optimum impact, 5 notes of all denominations other than \$1 is ideal.*

*The following tips and techniques have been designed to provide you with a routine which highlights the key features and benefits of the 2800VB in the smoothest format possible. For that reason the procedures are listed in the order in which they should be demonstrated.*

### BEFORE YOU BEGIN

- Regardless of the value and mix, always know the value and piece count you are using to conduct the demonstration.
- Before you value the first note, identify and explain the display area, keypad, upper and lower trays, and tray indicator lights.

The 2800VB is highly featured. By understanding the customers requirements, *before you begin*, you will be able to review the benefits and demonstrate the functions of each mode as it would be used by the customer.

## GENERAL FEATURES AND BENEFITS

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### WHAT TO SAY

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- “The 2800VB is a *high end, heavy duty*, value balancing counter. It has been designed for use in money centers, CIT’s, and branches processing commercial deposits.”
- 
- “The 2800VB is designed with *two full size output trays*, each with a 200 note capacity. The input tray has a 600 note capacity.”  
  
“Through the use of the second output tray as an off-sort, the 2800VB is *able to value or piece count currency non-stop*. Error or suspect notes are diverted to the upper tray while all good notes are counted or valued and sent to the lower tray.”
- 
- “The 2800VB uses an *intuitive design* and incorporates “whole word” displays and keys to facilitate *ease of use*.”
- 
- “The 2800VB *looks at the pattern on the entire note*. Each note is recognized in all four positions so *notes need not be faced or orientated* when processed.”
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### WHAT TO DO

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- Point to the heavy duty appearance of the unit. All metal chassis, shafts, and aircraft quality bearings. No plastic construction.
- 
- Identify the upper and lower trays.
- 
- Direct the customer(s) attention to the whole words on the display and keypad. Show the clarity of the LCD display. Identify the LED tray indicator lights.
- 
- Hold any denomination note and show in all four orientations.
-

## VALUE MODE

1. Shuffle and orientate the mixed denomination bundle of notes in order that the notes are faced and orientated randomly.
2. Press the **Value Key** and point to the words **Value Count** on the display. Identify the tray lights explaining the **green LED** indicates the lower tray is for **good** notes and the **red LED** indicates the upper tray will receive **error or suspect** notes.
3. Place the mixed bundle in the upper tray. The 2800VB will automatically start and send all the notes it can identify and value to the lower tray.
4. If any notes are off-sorted you can examine them while the balance of the bundle continues to be valued. If the note(s) appears to have no discernible marks or missing portions, you may place the note(s) back into the input tray again.
5. Once all the notes are processed and the machine stops point to the total dollar value displayed. Cycle the value key to display each denomination and the associated dollar value for that denomination. After the value of \$100 bills is displayed, a piece count for the bundle will be displayed. The final key cycle returns the display to the total value count.
6. Remove the good notes from the lower tray. Notice that the first level totals remain and that the sub and grand totals have been updated with the current values. If notes were diverted to the upper tray the red LED will flash and an audible alert given. The LCD display will flash the reason(s) the note(s) were off-sorted. Examine the notes as directed by the display.

*The 2800VB will never mis-classify a note. As a result a note may off-sort which appears normal to the eye but which could not be classified. Rather than mis-classify the note, the 2800VB off-sorts it for operator review. The LCD display will flash **NO READ** in this situation.*

## VALUE MODE WITH COUNTERFEIT, DOUBLE, OR HALF NOTES

1. Seed the mixed bundle of notes with various test notes.
2. Ensure that CDA, Doubles, etc. are selected.
3. Follow instructions as indicated above beginning with step 3.
4. Once the entire bundle has been valued and error notes off-sorted, indicate that the contents of the upper off-sort tray is not included in the count displayed. Only good notes are valued and added to the value or piece count.

*As the 2800VB retains totals for each processing mode, it is necessary to clear or forward the level one in the current mode before selecting a different mode. This can be accomplished by either pressing the CLEAR key to clear the level one total or the START key to forward the level one total to levels two and three. An audible BEEP will be heard if the operator attempts to change modes without clearing level one.*

### ROGUE MODE - FIND THE ODD NOTE IN THE BUNDLE

1. Shuffle and orientate the mixed denomination bundle of notes in order that the notes are faced and orientated randomly.
2. Press the **Rogue Key** and point to the words **Rogue Count** on the display. Identify the tray lights explaining the **green LED** indicates the lower tray is for **notes the same as the first note** through and the **yellow LED** indicates the upper tray will receive **error, suspect, or notes of a denomination other than the first note**.
3. Place the mixed bundle in the upper tray. The 2800VB will automatically start and send all notes the same as the first note through to the lower tray while off-sorting all other denomination to the upper tray. The 2800VB **automatically off-sorts rogue denominations** in the pack. The operator is not required to select the primary denomination they are processing.
4. Note that the display indicates the value of the contents of the lower tray only.
5. Steps 1 through 4 can be repeated with the addition of the **batch routine**. Simply select a batch setting prior to placing the notes in the upper tray. This demonstration works best with large quantities of one denomination. *For this reason assure that the first note through is a \$1 with a batch setting of 25 or 50.*

### ROGUE MODE - SORT A MIXED BUNDLE

1. Proceed as instructed above in steps 1 through 4.
2. After the machine stops remove the contents of the lower tray and set them aside.
3. Remove the notes from the upper tray and place them back in the upper tray.
4. Repeat step 3 until all the notes have been sorted by denomination.
5. Note that since this is a value mode, the new and old \$100 bills have been valued equally without interruption or operator assistance.

## **FACE MODE / ORIENTATE SORT**

With the notes sorted by denomination, use the \$1's to demonstrate note facing and orientation.

1. Return to Value Mode by cycling the value key. Press the Face key to enter facing mode. Note that the tray LED's are both green indicating both trays are activated for good notes.
2. Verify to the customer that the \$1's are not faced.
3. Place the unfaced bundle of \$1's in the upper tray. The 2800VB will automatically start sending portrait up and greenback up notes to different output trays.
4. Indicate that the notes are sorted by portrait and greenback. Notice the value count displayed is the combination of the two out-put trays.
5. Remove the sorted bundles and place together with the portraits facing up.
6. Turn Face Mode off by pressing the FACE key.
7. Press the Sort key then numeric key 7. Sort and Cull will be displayed. Tray indicator lights will both be green.
8. Verify to the customer that the \$1's are not orientated (footed).
9. Place the unfooted bundle of \$1's in the upper tray. The 2800VB will automatically sort the bundle to alternate out-put trays based on portrait position.
10. Indicate that the notes are sorted by orientation. Notice the value count displayed is the combination of the two good trays.
11. Remove the sorted bundles and place them together in the same orientation.
12. In two passes the 2800VB has faced and footed the bundle.

## **SORT \$100'S - OLD VERSUS NEW SERIES**

While still in sort mode, select the mixed series \$100 bills for series sorting.

1. Press the Sort key, then numeric key 1. Sort and Cull will be displayed. Tray indicator lights will both be green.
2. Verify to the customer that the two series bills are not faced or orientated.
3. Place the mixed series bundle of \$100's in the upper tray. The 2800VB will automatically sort the two series to alternate out-put tray.

4. Indicate that the notes are sorted by series. Notice the value count displayed is the combination of the two good trays.

### **CULL MODE**

1. Shuffle and orientate the mixed denomination bundle of notes in order that the notes are faced and orientated randomly.
2. Cycle the **Cull Key** until the denomination you wish to be out-sort from the bundle appears on the display. Identify the tray lights explaining the **green LED** indicates the lower tray is for the selected denomination and the **yellow LED** indicates the upper tray will receive **error, suspect, or notes of a denomination other than that selected**.
3. Place the mixed bundle in the input tray.
4. Notes of the selected denomination will appear in the lower output tray while all other denominations divert to the upper output tray.

### **ADDITIONAL FEATURES**

1. At any time during the demonstration, pressing the Sort key, then Total key will initiate an audit trail print, if a printer is interfaced.
2. Pressing the Sort key, then the numeric 0 key will put the 2800VB into Piece Count Mode. All standard single pocket counter features can be demonstrated. Error or suspect notes will off-sort to the upper tray.
3. Demonstrate the adjustable guide plates. Pressing in the guide plate button permits independent movement of the left and right guides.
4. Release the upper tray latches and drop the upper tray into the down position to show ease of accessibility to the front of the machine in the event of a jam.
5. Turn off the machine and open the back door. Notice the hinges holding the door in place. Squeeze the black latches to drop back the sensor array. Note the degree of accessibility to the feedpath in the event of a note jam and the length of the sensor array which provides whole note pattern capture.

