

= Full-System Pricing =

Cost: How much can you spend--and avoid spending?

By Lief Larson, contributing editor

How much should you spend on a kiosk? Just as important is the question, how much you can you save one?

The answer is found in choosing a vendor who can help to manage your kiosk program from concept to installation.

When considering a kiosk program, you face the decision of how the kiosk hardware and components will need to come together to best support the application and purpose for the project. A number of companies acquiring kiosks choose a prepackaged (complete) kiosk solution. But others choose to follow the path of what appears to be cost savings.

Specifically, they build their own kiosk system as opposed to buying a complete solution. This approach has been acceptable for pilot programs and single unit kiosk projects that require minimal functionality. However when it comes to a more elaborate kiosk program, things change. Considerations such as interface, input devices, ergonomics, components, mobility and upgradability all come into play.

When a customer chooses to build their own kiosk they must first buy a standard "box" enclosure from a major enclosure manufacturer. When selecting this enclosure they must choose something that will easily allow the introduction of all necessary devices; for example, cut outs, keyboard provisions, printer tray and ergonomics are properly built in.

The following list will highlight some of the steps a typical customer would have to take to purchase and build his own kiosk:

STEP 1 - DESIGN ENCLOSURE

- Around monitor, keyboard, computer, and all components
- Select/configure all accessories
- Check clearances, hole patterns, cut-outs, shelf locations

STEP 2 - SOURCE ADD-ONS

- Power outlets
- Keyboard
- Touchscreen
- Printer

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- Card Reader
- Bill Validator
- Others, such as scanners, etc.

STEP 3 - GENERATE DETAIL DRAWINGS

- Specify cut-outs, bolt holes, clearances, spare parts list

STEP 4 - PLAN INTEGRATION

- Assembly, wiring and cabling
- Loading software

STEP 5 - ORDER COMPONENTS

- Work with many different vendors
- Consider freight charges
- Check deliveries

STEP 6 - OVERSEE INTEGRATION

- Ensure ease of maintenance
- Ensure hardware compatibility
- Test Functionality
- Troubleshoot software compatibility

STEP 7 - CHECK WARRANTIES ON VARIOUS COMPONENTS

- What happens if a component fails?

STEP 8 - COORDINATE DELIVERIES AND FINAL CONFIGURATION

- Be ready for reworks, delays and interference problems

STEP 9 - DELIVER ON-TIME, WITHIN BUDGET

As you can see, the building of your own kiosk system can be a major undertaking to say the least. Instead, it is highly advisable that you consider working with a reputable kiosk manufacturer/integrator, regardless whether your kiosk project calls for a very basic cookie-cutter system or a very advanced kiosk with all custom features.

From AIA to Zytronic, KIOSK magazine surveyed over fifty component and full system kiosk integrators, suppliers and manufacturers. We have searched out the hardware costs of many kiosk systems and devices to better help you understand just how much a kiosk, and relevant components, could cost. Keep in mind that issues like customization, quantity, and additional features could increase or decrease the overall costs. All median prices are based on suggested retail price.

DEVICE	SPECS	MEDIAN PRICE
Full Kiosk	Touchscreen, CPU, Enclosure (only)	\$3,440

Touchscreen Monitor	17" lcd	\$1,180	
Touchscreen Monitor	15" lcd	\$872	
Thermal Printer	Across all models	\$630	
CPU	With OS	\$736	
Keyboard	Industrial	\$334	
Enclosure (only)	Across all materials		\$1330
UPS	Across all models	\$114	
Card Reader	Across all models	\$113	
Bill Validator	Across all models	\$368	
Fully Loaded Kiosk	*	\$6,583	

There are inherent advantages in working with an integrator. Although building your own kiosk system may appear to have cost savings, in the long run it may cost you more to fix mistakes that were not obvious at the beginning stages of the project. Please see the Kiosk Buyer's Guide in this issue for more information on Turnkey and Complete Kiosk Solution Providers.

Editor's Note: Survey conducted October 2004 by KIOSK magazine. All prices listed are a median base of all vendors surveyed, based on a single quantity purchase. Certain vendor prices vary widely based on quantity. In addition, in many cases product models exist that were not considered in this survey, with only the most popular products being tallied. Kiosk software was not included in any pricing, but will be reviewed in the next issue of KIOSK magazine.

** Fully loaded is defined as enclosure, touchscreen monitor, CPU, including: card reader, keyboard, speakers, thermal printer and all necessary cabling and integration.*

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