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### Check Me Out

The Motorola Sparrow was conceived to provide retail stores with a mobile point of sale device to solve increased service demands from consumers while decentralizing the check out point, i.e. pay for it and get out as fast as you can. It combines a scanner, point of sale (POS) system, RFID, communication and credit card reading capabilities into one mobile device.

There are a few devices that offer MPOS (mobile point of sale) in the marketplace but none are consumer facing nor appropriate for front-end retail environments. Existing products are often rugged and obtrusive. If you've ever been to an Apple store, you know what I'm talking about. They often take away from the environment and make the entire retail experience unpleasant.

Both the front and back of the Sparrow are equipped with touch sensitive areas, supposedly making it easier to navigate and use. The entire unit can hang from a lanyard.

This isn't a new idea but definitely a huge improvement. Many high-tech electronic stores now equip their employees with mobile point of sale devices but design studio Arullden definitely has an eye for form and function. I'd love to see it integrated into retail environments.

Designer: Arullden Studio

