

# CVS Helps Find Missing Children

Hypercom integrated solutions make a difference

*ICE terminals, epicServices technology and Hypercom partners come to the aid of families:*

- *Rapid deployment of missing children information promotes more safe recoveries*
- *Wide distribution of photos increases recognition opportunities*
- *Greater involvement by retail organizations significantly improves success rates*
- *Technology reduces costs and speeds distribution*
- *Recovery rates are up from 66% to 91% in 12 years*



## *The Challenge*

Natalie was only 16 when she ran away from home in October 2001. Soon the National Center for Missing and Exploited Children (NCMEC) made Natalie's poster available and relatives in the Atlanta, Georgia area began posting them.

A law enforcement officer recognized both Natalie's photo and that of her companion. The officer also remembered where he'd seen the companion and police traced him to his home where they found Natalie. She has now been reunited with her parents.

This story is one of more than 65,000 in which the non-profit NCMEC has aided in the recovery of missing and exploited children. Since its founding in 1984, the organization has become recognized as *the* resource for finding missing children. According to the NCMEC, one of every six children is found because someone recognizes their picture. But distributing paper images is expensive and cumbersome.

## *The Solution*

Through the Internet and advanced computer technologies, the search for missing children has been revolutionized. Digital imaging, broadcast faxing, e-mail and the World Wide Web have often replaced sketches, posters and surface mail.

Now CVS Corporation, a leading retail drugstore chain, is joining with families and law enforcement agencies by placing images of missing and exploited children on its ICE™ 6000 point-of-sale terminal displays. When customers pay for purchases using a credit or debit card, they see as many as six color images of missing children during the checkout process.

*Hypercom Business Solutions. Focused on excellence.*

*For more information about the ICE 6000, please visit [www.hypercom.com](http://www.hypercom.com)*

*Innovation. results. leadership.*



# CVS Helps Recover Missing Children

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## The Result

Every hour, every day, every week that a child is missing, the likelihood of safe recovery decreases. Distributing that child's picture rapidly can make a significant difference in a happy ending.

Working with Hypercom® Corporation's epicServices division, NCMEC forwards photos of missing children which are electronically sized, formatted, indexed and sent onto CVS. CVS then downloads the images to each store participating in the program. The process is fast and efficient.

Through intelligent, integrated solutions such as the ICE 6000 and epicServices terminal display technology, or other electronic distribution methods, NCMEC is experiencing a remarkable increase in missing children recoveries - from 66 percent in 1989 to 91 percent today.

## CVS Chose Hypercom for Many Reasons:

- Turnkey solution - Hypercom delivers terminals providing electronic signature and receipt capture, on-screen advertising and messaging, loyalty solutions and easy ECR integration.
- Project management - Hypercom ensures projects are managed within defined project objectives and timeframes.
- On-going services and support - Through epicServices, CVS receives assistance in managing and distributing terminal images.
- Security - ICE 6000 terminals handle ATM debit encryption by allowing customers to enter PIN numbers and complete transactions in-lane.
- Signature capture - Receipts from credit card transactions are captured at the store level and stored on a central server. These are immediately available on-line in the event of a chargeback.
- Image display - ICE terminals display advertising and public service messages on terminal screens as well as on printed sales receipts.
- Loyalty schemes - Terminal software effectively interfaces with many loyalty programs including those that are smart card-based.

By adding value to innovation, Hypercom is working with its partners to make a difference. For more information about NCMEC or to report a missing child, call 1.800.THE.LOST or log onto [www.missingkids.com](http://www.missingkids.com).

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Hypercom Corporation (NYSE: HVC) is the leading global provider of electronic payment solutions that add value at the point-of-sale for consumers, merchants and acquirers, and yield increased profitability for its customers. Hypercom products include secure, Web-enabled card payment terminals that work seamlessly with its networking equipment and software applications for e-commerce, m-commerce, smart cards and traditional payment applications. The company's widely-accepted ePOS-infocommerce (epic) framework of consumer-activated, EMV-certified, touch-screen ICE (Interactive Consumer Environment) terminals enable acquirers and merchants to decrease costs, increase revenues and improve customer retention. Headquartered in Phoenix, Arizona, USA, Hypercom is independently acknowledged as the leading provider of point-of-sale card payment terminals worldwide. Demand for Hypercom terminals surpassed one million units last year alone. Hypercom today maintains an installed base of more than 5 million card payment terminals in over 100 countries that conduct more than 10 billion transactions annually.