

## FOR IMMEDIATE RELEASE

### Posiflex KS7700 – New Fan-free Touch Screen POS

Awarded Best IT Innovation for superior touch screen POS performance powered by 2<sup>nd</sup> generation embedded Intel® Core™ i Series

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Posiflex, a manufacturer of industrial grade touch screen POS hardware for over 25 years, announces the next evolution in field hardened retail and hospitality POS. The new product, the 15-inch KS7700 All-In-One fan-free touch screen terminal, is based on the embedded line of 2<sup>nd</sup> generation Intel® Core™ i3 / i5 series.

At CeBIT 2012 in Hanover Germany, after review of more than two thousand five hundred submissions, the Initiative Mittelstand awarded the Posiflex KS7700 with the Best IT Innovation Award for medium sized businesses. Impressed by the thermal diffusion capabilities of the patented aluminum fin chassis, the judges bestowed this special recognition on the fan-free touch screen system. Being fan-free prevents dust, steam, and grease intake, which are known key factors for premature failure.

“The market has long needed a touch screen terminal that is built to over-perform,” says Doyle Ledford, Vice President of Sales, Posiflex USA. “Retail and hospitality POS customers who required high performance but wanted fan-free touch screen terminal reliability never had that choice; until now. The Posiflex KS7700 is simply a powerful touch screen terminal with rock-solid reliability for maximum up-time, faster transactional processing, minimized maintenance, quiet operation, and energy savings.”

“The 2<sup>nd</sup> generation Intel® Core™ processor family provides the processing power and manageability needed in retail and hospitality POS. With hardware solutions such as Posiflex’s fan-free touch screen terminal, business operators are offered faster throughput and better reliability at points of customer interaction,” says Michelle Tinsley, General Manager of Intel’s Personal Solutions Division.

With the embedded line of 2<sup>nd</sup> generation Intel® Core™ i3 and i5 processors, the Posiflex KS7700 is empowered to run demanding retail and hospitality POS applications - handle a high volume of transactions, operate as thick-client, stand-alone, thin-client, or centrally controlled workstations. As retail and hospitality POS touch screen systems are typically operated between four to seven years, CPU longevity is critical. Product continuity also minimizes the need of supporting multiple hardware platforms.

By building best-of-breed touch screen terminals, Posiflex provides the flexibility to run either custom in-house developed software or selected software applications, without compromising existing business operations.

Johnny Donaldson, Hardware Specialist at Siriusware, agrees. "We develop software for high volume ticketing attractions that need heavy customer interface such as theme parks, museums and ski resorts. Often, customers demand a quick transaction. In turn, Siriusware demands its touch screen terminals have speed, performance, reliability and aesthetics. KS7700 a natural choice for its reliable construction, innovative fan-free design, and powerful Intel® Core™ i Series performance."

Posiflex KS7700 15-inch touch panel options include precision-edge projective capacitive, resistive and infrared. Equipped with embedded Intel® Core™ i3/5 Series, the standard configuration for Posiflex KS7700 comes with 4GB of DDR3 memory, expandable to 8GB, seven USB ports, dual cash drawer support, Microsoft® Windows® 7 and POSReady 7 operating system choices, integrated power adapter and RAID for data protection.

Like all Posiflex touch screen terminals, the KS7700 is stringently third party tested for temperature cycling, vibration, drop, shock, static electricity, and emission tolerances to withstand the harshest retail and hospitality POS operating environment. It is also fully compatible with all current Posiflex peripherals, including printers, encrypted or standard magnetic stripe reader, biometric fingerprint reader, keyboards, PIN pads, and rear customer displays.

For more information see <http://www.posiflexusa.com/builtbetter>

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#### About Posiflex

Posiflex has been able to achieve exceptionally low hardware failure rates and a lower total cost of ownership by producing POS terminals specifically designed to withstand the rigors of harsh environments through stringent third party testing of all its touch screen terminal products. Posiflex's durability, reliability, advanced exchange, three-year warranty and wide range of additional services have set a new industry standard for performance and service. With more than 30 patents for innovative design, Posiflex has four primary objectives; to provide revolutionary technology, reliable quality, reasonable pricing and recognized service to its customers.

#### About Siriusware

Since 1989, Siriusware has been providing clients with excellence in ticketing & admissions, season passes & memberships, reservations, group scheduling, retail, food service, gift cards, kiosks, access control, E-Commerce and more. Siriusware's relationship doesn't end with the sale, our technical support, training and professional services will help your organization maximize your investment.

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