



NEW ELO MPOS SYSTEM FLIPS BETWEEN POS AND SELF-ORDER KIOSK

Elo's game-changing commercial flip-screen mPOS system now integrates best-in-class standard printer, EMV, and scanner peripherals into one seamless design.

MILPITAS, Calif. — January 10, 2017 — Elo, a global supplier of touchscreen computing solutions, today announced the availability of a new commercial-grade mPOS system that flips between point of sale and self-order kiosk. Elo has combined proven industry-leading peripherals – from Star Micronics, Epson, Honeywell, Verifone, & Ingenico, – with a versatile mPOS platform designed for retail, hospitality, entertainment venues, medical or any environment where interactive customer transactions are needed. The mPOS system is based on Elo's popular and agile i-Series POS computer available in 10 or 15" Android or Windows commercial tablets. The innovative flip-screen stand also integrates standard 3" self-cutting printer, 2D barcode scanner, and EMV cradle for a built-in look using standard commercially available peripherals from leading brands. The included touchscreen tablet can quickly 'flip' from associate-facing traditional POS to customer-facing self-service ordering. Printer and EMV may be placed in either associate-facing or customer-facing orientations depending on application. Elo's new mPOS system is available for order today.

“Demand for self-service is growing, and retailers are looking for practical ways to leverage the most popular and economical point of sale peripherals. Our customers are going to love the simplicity, practicality, and aesthetics of this new platform.” said Craig Witsoe, CEO of Elo. “Retailers can instantly transform a traditional POS station into a self-service countertop kiosk with the new Elo mPOS integrated platform. We've designed in solutions from Star Micronics, Epson, Honeywell, Verifone, and Ingenico to bring together the best of POS and self-service into one solution that empowers retailers, restaurants, and entertainment venues to do more with less.”

Elo's new integrated mPOS platform simply and elegantly solves the problem of using consumer-grade mobile products for POS. Where counter space is limited, the printer stand saves space with a convenient flip mechanism for the touchscreen display and a sleek integrated cable management design. A perfect fit for retail and hospitality, the printer stand seamlessly converts the employee-facing cash register into a customer-facing kiosk with signature capture, upsell and digital promotion capability. The stand is designed for Elo's commercial-grade POS and mPOS I-Series 10 inch or 15 inch touchscreens computers, a POS expansion module and a standard three-inch printer (Star Micronics TSP100, TSP650 or the Epson T88). For enterprise customers deploying Elo's Android-based mPOS system, this solution enables in-store POS, in-store kiosks and consumer mobile phones to all function on the same architecture.

Elo's 2D barcode scanner has a slim profile and is based on a best-in-class Honeywell engine. This new scanner is capable of transforming a traditional price checker solution into a sophisticated commerce device, expanding the potential use cases for retailers. It can run apps and websites, allowing companies to utilize the product for brand messaging and endless aisle applications in addition to its price checking capability. It's also equipped to scan mobile phone screens for in-store loyalty coupons, payment processing or other self-service applications in the retail, hospitality and medical industries. The scanner



is compatible with Elo's wide array of touchscreen products: I-Series for Android and Windows, X-Series, M-Series (1002L, 1502L, 2002L) and O2-Series (3202L, 4202L, 4602L) touchscreen signage displays.

Retail and hospitality providers continually face challenges related to space, power and cost when accepting payment anywhere but the traditional checkout counter. The new fully integrated EMV cradle mount simplifies the hardware requirements for accepting payment, while providing the customer control at checkout. Used with the 2D barcode scanner, the EMV cradle converts a price checker into a POS solution anywhere in the store. Compatible with most of Elo's touchscreen signage displays and all-in-one POS solutions, the Elo EMV cradle works with industry leaders Verifone (E355) and Ingenico (ICMP) mPOS payment devices.

With a commercial-grade mPOS system, retailers are able to use remote content provisioning and device management with a centralized web portal. Elo's cloud-based management software, EloView®, can lock down the Android operating system for complete data security and OS version control. Elo's mPOS solutions deliver a modern and durable POS and self-service hybrid solution at a fraction of the cost of a custom-built kiosk.

About Elo

Elo is a global leader in touchscreen solutions including point of sale systems and interactive signage displays from 10 to 70 inches. The inventor of the touchscreen, Elo now has 20+ million retail and hospitality installations in 80+ countries with products designed in California and built to last with a 3-year standard warranty. The Elo touchscreen experience has consistently stood for quality, reliability and innovation. Elo intellectual property is protected by global patent, trademark and design registrations. Learn more about Elo's interactive displays at EloTouch.com.

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