



Press Release: DigiPoS Green Retail

Major contract win with Vision Express marks the launch of DigiPos Retail Core - Green PoS

DigiPoS has further enhanced its going Green credentials with the release of the DigiPoS Retail Core - an ultra small footprint PoS system that draws only 15 watts of power, less than half a low power 40 watt light bulb. Its an innovation that has already seen one high street Retailer order 1,000 systems - and it is predicted to be a benchmark "Green PoS" system in a market where many vendors have yet to take a technology position to help retailers achieve energy economies.

Mark Leaper, President at DigiPoS Store Solutions outlined how this breakthrough technology came to market: "Over 12 months ago we recognized it was essential for Retail Technology providers to play a lead role in reducing the cost of powering in-store technology. Through highly innovative design, DigiPoS has again led the market, this time utilizing ultra-low power components throughout the system unit."

The key benefits of the DigiPoS Retail Core are outlined as:

- Retailers making clear reductions in Carbon Footprint
- Retailer savings to power costs
- Access to Built-for-Retail PoS, designed for 2008 not 2005
- Significant savings on the Cost of Maintenance

From a technical point of view other benefits include:

- A completely fanless system
- Completely sealed units eliminating dust dirt or other foreign bodies to enter the processor
- One of the smallest footprint PoS systems on the market
- Specifically designed for retail technology

DigiPoS further highlighted that it has been their exclusive commitment to Retail Technology that has seen the business design solutions where other manufacturers have failed to keep pace with changing demands - and lower cost. The launch of the DigiPoS Retail Core follows the success the company achieved with Award Winning Retail Blade. Both systems benefit from the Retail sector specific expertise that has distinguished DigiPoS across the world - with customers such as NEXT, GAME, New Look, Halfords and many more.

About DigiPoS Store Solutions

Established in the UK in 1994 DigiPoS Store Solutions has delivered its specifically 'Designed for Retail' DigiPoS hardware brand right across the retail sector. Now operating in over 16 countries throughout Europe, Africa, Asia and North America, the company continues to enhance its reputation as the specialist retail solutions provider. The group has received considerable recognition for providing cost-effective, high performance hardware and services combinations, while building a reputation for innovation and value. DigiPoS Retail Blade, Dynamic Blade and Retail Core technologies have seen the company win numerous awards including European Retailers Supplier of the Year. Its flagship software application Retail SAAS is also set to change the way in which Retailers approach application deployment.

The group now employs over 370 people and maintains an impressive profitable trading record. This has been achieved through aggressive organic growth, driven by retailer product/service demand, combined with carefully selected acquisitions. For further corporate information log onto www.digipos-solutions.com

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