

NEW FREE OF CHARGE DIGITAL RECEIPTING SERVICE FROM STAR MICRONICS SENDS COPIES OF PRINTED RECEIPTS DIRECT TO THE CLOUD VIA SECURE MICROSOFT AZURE CLUSTER

[High Wycombe, 14 January 2015]

International POS printer manufacturer Star Micronics announces the launch of its new free of charge digital receipting service, offering the retailer a low cost and fast route to providing the customer with a digital copy of the printed receipt as well as access to analytics, an in-store customer survey and device management tools.

Star's digital receipting eliminates the issues typically associated with email receipting including spam, taking a high quality photo of the receipt and privacy issues. The immediate advantage perceived by the customer is the choice to remain anonymous and yet still receive a digital copy of the receipt.

Star's digital receipting provides a secure driver based cloud solution that allows a digital copy of the receipt to be claimed and saved on a customer's mobile device of choice. Receipts can only be claimed once and are then deleted while saved receipts can subsequently be viewed by date or by retailer. Triggered by a traditional printed receipt, the digital receipt is ideal for retailers of all sizes looking to offer customers the flexibility of a digital receipting service at no extra cost. Retailers may wish to incorporate the AllReceipts API into a loyalty card scheme allowing customers to retain loyalty information / coupons on their mobile device.

This service will be available on all models of the hugely successful TSP100 futurePRNT™ series from April 2015 and will then follow through on Star's other ranges of receipt printers, most notably the TSP654II series.

In addition to providing digital receipts, AllReceipts offers a number of transaction analysis and device management tools. The AllReceipts App invites customers to respond to a suite of easily recognisable icons to acknowledge the quality of service received before claiming their latest receipt. All responses are sent to the survey dashboard for analysis, thus allowing retailers to assess how many customers have claimed receipts and their level of satisfaction at the service received. With the Device Management Tool, retailers are able to monitor real time status across the installed base of printers and immediately identify any issues to be addressed with refreshed error status notification on a comprehensive cloud based dashboard. The link between the Device Management Tool and Survey tools will further allow retailers to drill down

to the exact POS station involved and determine any issues to be resolved.

Annette Tarlton, Marketing Director, Star Micronics EMEA, states: "Star has used its considerable

expertise in receipt printing to develop a cloud solution that responds to today's rapidly changing retail environment. Designed to accompany the traditional printed receipt, AllReceipts offers retailers of all sizes an immediate free of charge, secure and easy route to digital receipting with analysis and device management tools, while providing customers with a flexible and reliable means of saving and viewing receipts on their mobile device of choice."

Background Information on Star Micronics

Founded in 1947, Star Micronics is one of the world's largest printer manufacturers and has facilities for worldwide production, marketing and support. Employing over 2600 staff and achieving turnover in excess of £270 million, Star Micronics has developed a POS printer portfolio that spans thermal and dot matrix printers and mechanisms, designed for barcode, ticketing, receipts and labelling. Star's proven technology is also being utilised to develop reader/writer systems for visual/smart and magnetic stripe cards and to install print mechanisms in multimedia kiosk environments. The Star Micronics' range is available internationally via a distribution channel comprising distributors and dealers.

For further information, please visit www.Star-EMEA.com or contact:

Annette Tarlton

Marketing Director
Star Micronics EMEA
Tel: +44 (0)1494 471111
Email: Atarlton@Star-EMEA.com

Claire Smith

International PR & Marketing Executive
Star Micronics EMEA
Tel: +44 (0)1494 471111
Email: Csmith@Star-EMEA.com

