



HOSPITALITY SOFTWARE

VAR earns \$22,000 from 1-week, 6-terminal installation, p. 90.



PAYMENT PROCESSING

Retailers with high-speed networks present payment processing sales opportunities for VARs, p. 98.



TSP AWARDS

Innovative hospitality, wireless, and retail POS installs were recognized at RSPA Focus Advantage 2003, p. 28.

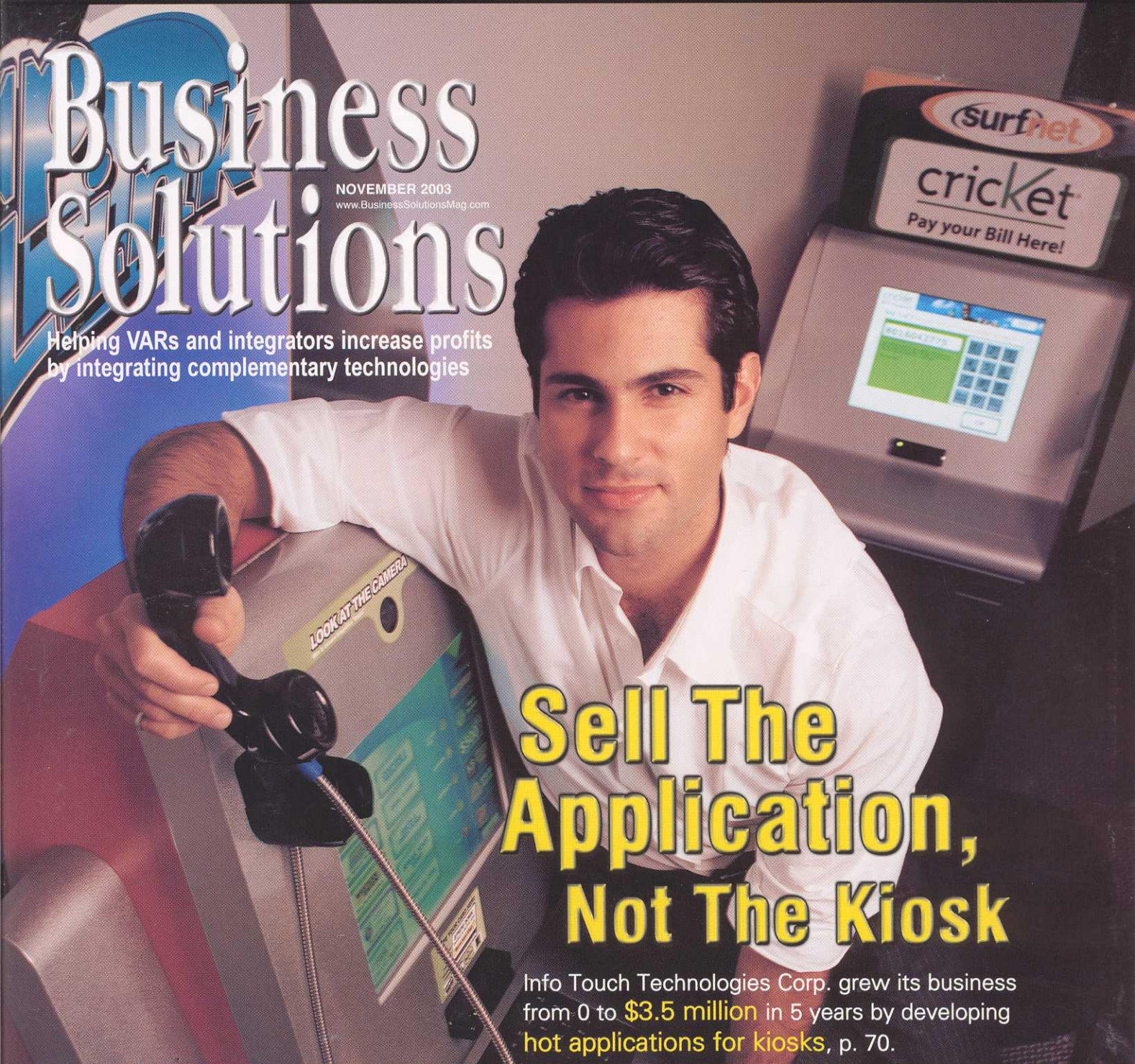
Business Solutions

NOVEMBER 2003
www.BusinessSolutionsMag.com

Helping VARs and integrators increase profits by integrating complementary technologies

Sell The Application, Not The Kiosk

Info Touch Technologies Corp. grew its business from 0 to **\$3.5 million** in 5 years by developing hot applications for kiosks, p. 70.



Channel Notes

New Pole Display Designed For Retail Verticals

(Victor, NY) — Ultimate Technology Corp., manufacturer of POS (point of sale) hardware, announced the latest addition to its line of pole displays. The PD1200 has a standard serial face, four programmable display intensities, flashing text, and four selectable baud rates. Other features include a 2 line, 20 characters-per-line vacuum fluorescent display and a character size of 10.5 mm by 5.5 mm. It also supplies customers with 360-degree rotation and 10-degree bidirectional tilt.

Since the display comes in three colors — black, gray, and beige — it appeals to the retailer concerned with aesthetics at the POS. The PD1200 is suitable for retail verticals including specialty and general retail stores, hardware/home center/ auto parts stores, convenience stores, and food services.

For More Info. On Ultimate Technology Corp.
Go To www.ultimatetechnology.com

Touch International Introduces Unbreakable Touch Screen

(Austin, TX) — Touch International releases its unbreakable touch screen — Digital Ink. It offers touch technology capable of stylus, finger, and gloved-hand input. With its palm rejection capabilities, Digital Ink eliminates accidental input from the pressure of the user's knuckles or palm. It supports USB (universal serial bus) and PS/2 communication protocols. Supported operating systems include Microsoft Windows 98/2000/CE/ME/XP, Linux, and Macintosh.

Digital Ink offers several features including antibacterial protection, glass or plastic sensor, and a 1,016 mm per second pen tracking speed. It has a wide range of sensor thickness (0.36 mm to 50.8 mm) and is anti-static. The touch technology can be used for retail signature capture, Web phones, PDAs (personal digital assistants), gaming devices, and GPS (global positioning system) units. According to Gary Barrett, CTO of Touch International, Digital Ink's guarantee gives resellers a sales advantage. "Typically touch devices are under warranty for two to five years. Digital Ink comes with a lifetime warranty," says Barrett.

For More Info. On Touch International
Go To www.touchintl.com



Channel News & Analysis

By Carly Rohrer
Point Of Sale Technologies Editor

VAR PROGRAMS

Epson Vantage Program Targets Resellers, ISVs

(Long Beach, CA) — Epson launches its Epson Vantage Program for distributor-supported resellers and Epson ISVs (independent software vendors). The program acknowledges the importance of distributor channel partners in meeting Epson revenue targets and the growth of its presence in vertical markets.

The Epson Vantage Program offers financial incentives for top performers, education, and technical support and service. The program provides professional training for all POS (point of sale) products, as well as resources such as telephone, Web-based, and on-site training. Epson Vantage Program partners are also entitled to market development funds for pre-approved marketing and business development activities through their preferred distributor.

"This program is a co-relationship between Epson and its distributors.

The Epson Vantage Program was created to provide the highest level of support to a select group of resellers and ISVs," says Jeff Burroughs, Epson Vantage Program manager. To become an Epson Vantage partner, resellers and ISVs must first qualify. A reseller is required to be a hardware and software solutions provider with a vertical market focus. They must also purchase a minimum of \$150,000 annually from distributors. Established sales, technical support, and service capabilities are also taken into consideration. Software developers have a separate set of qualifications. These include a software developer business model, software solutions using Epson products, and resources to support marketing and sales of Epson products.

EPSON

For More Info. On The Epson Vantage Program
Go To www.vantage.epson.com

POS PRINTERS

CBM America Appoints New VP

(Torrance, CA) — CBM America Corp. appoints John R. "Jack" Confrey as VP of sales and marketing. In this position, Confrey will be responsible for marketing, sales, and distribution of the company's lines of POS (point of sale) printers, printer mechanisms, and kiosk printers. Confrey aims to create synergy among CBM's channels (VADs [value-added distributors], resellers, POS distributors, and end users). "CBM feels it is very important to manage and control all of these channels. To achieve this goal, we have added PC4 as a distributor and are in discussions with

partners in Latin America and Canada," says Confrey. "We also have a dealer program — Pinnacle, to give dealers incentives and improve communications."

Previous to his new role at CBM America, Confrey spent two years at Olivetti establishing printer channel sales as the North American manufacturer's representative. Confrey also served as VP of sales and marketing at Axiohm printers and 13 years leading the POS printer division at Epson America as VP of the OEM division.

For More Info. On CBM America Corp.
Go To www.cbma.com