



Eco-Friendly POS Printing Solution Saves Paper Costs & The Environment

New Printer Features Reduce Receipt Paper Usage

March 29, 2010 – Star Micronics announces the paper-saving features of its new TSP100ECO™ printer. The TSP100ECO™ printer provides a variety of innovative features that helps users reduce their carbon footprint and minimize environmental impact for point of sale receipt printing.

The TSP100ECO™ supports Star's commitment to being ecologically responsible, while allowing Star to continue to provide a high-speed, *futurePRNT* software enriched, economical choice to users.

"Star has truly answered the public's cry to provide an eco-friendly solution for point of service printing," stated Michael Hanson, Vice President of Star Micronics. Hanson further commented, "*futurePRNT's* unique software features enables massive paper consumption savings for end users which not only supports the environment but their bottom line as well."

The paper-saving functions of the TSP100ECO™ bring an array of environmental benefits including an automatic default top paper margin of 1/8". As a comparison, competitive products average between 1/2" to 3/4" of a top margin, wasting far more paper. The TSP100ECO™ also features horizontal and vertical receipt compression, from 5% to 50%, allowing operators to reduce paper length by up to 50% and to crop blank spaces out of the receipt, reducing the length of the receipt even more. On-demand receipt printing is another new feature now available. The TSP100ECO's Operator Prompt, enables users to either Print or Cancel the Print Job depending on whether the customer prefers a printed receipt or not and allows the receipt to be reviewed or reprinted at a later time.

The TSP100ECO's monitoring tools, part of the *futurePRNT* software that is included with the printer, allows users to continually examine both paper and energy savings throughout the year. Users are able to use the new features to reduce the footprint of receipts printed by 25 to 50 percent. The functionality of the TSP100ECO™ enables users to increase the life of a standard receipt paper roll. Not only does this reduce environmental impact, but it also improves

profitability by reducing supply costs and decreasing employee time lost by replacing POS paper rolls.

In addition to reduced receipt paper usage, the TSP100ECO™ is also equipped with advanced power saving features which allow for less energy consumption. These features include a new sleep mode option which enables the printer to use less power when not actively being used. Star's ability to reduce the footprint of receipt paper usage, when used in combination with the advanced power saving capabilities, make the TSP100ECO™ a truly comprehensive, environmentally friendly POS printer.

Scheduled for release in the second quarter of 2010, Star will continue to preview the features and benefits of the TSP100ECO™ through news releases and on display at industry tradeshow. The Star *futurePRNT*™ series has included several innovations in POS print technology, including the world's first dedicated single station USB and LAN models and the record breaking TSP100GT, which was the fastest single station POS printer available at the time of its release. The TSP100ECO™ is the latest evolution of this already popular product line.

About 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 2500 staff and achieving turnover in excess of \$385 million, Star Micronics has developed a POS printer portfolio that spans thermal and dot matrix printers and mechanisms designed for barcode, ticketing, receipts and labeling. Star's proven technology is also being utilized to develop reader/writer systems for visual/smart and magnetic stripe cards, and to install print mechanisms in multimedia kiosk environments. Star Micronics' range is accessible internationally via a distribution channel comprising distributors and dealers. For more information, visit <http://www.starmicronics.com>

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