



Eco-Friendly POS Printing Solution Announced by Star Micronics

New POS Printer Provides Features that Reduce Power Consumption

March 15, 2010 – Star Micronics has taken its global environmental responsibility and commitment to the next level. Following the international success of the TSP100 *futurePRNT*™ series, Star Micronics has announced the production of a new, more environmentally friendly POS printer. Developed to be both the most energy-efficient single station receipt printer available, as well as drastically reduce paper consumption, the TSP100ECO™ is designed to minimize the environmental impact of point of sale receipt printing.

The TSP100ECO™ provides users with an impressive selection of innovative features that help to reduce negative environmental effects. Chief among these features are the sophisticated power and paper management systems, which can result in up to 75% less power consumption on average than other available single station StarPOS receipt printer.

“The TSP100ECO™ is a direct response to worldwide demand to reduce carbon emissions and retailers' responsibility to reduce energy consumption enabling them to save money and contribute to the battle against global warming”, stated Christophe Naasz, Marketing Director for Star Micronics. Naasz further commented, “Combining *futurePRNT*'s unique software advantages with a reduction in power and paper consumption will enable users to not only save the environment and operating expenses, but also satisfy low-power consumption requirements for Energy Star.”

Part of the efficient power management system is a unique sleep mode feature that powers down the receipt printer when not in use and has the ability to instantly power up. For the merchant that prints an average of three hundred 6” receipts per day, the printer is only actively used for approximately 5 minutes of print time. As a result, the automatic sleep mode uses considerably less power than a standard single station printer which demonstrates an energy-efficiency advantage over competing POS receipt printer models. The TSP100ECO™ also meets the power consumption requirements to be certified with Energy Star.

Scheduled for a Q2 2010 release, 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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