# Calling All Hospitality ISVs:

*Provide a Reliable iOS Device for Receipt Printer Connection*

The rise of mobile technology and its benefits include shorter wait times, more streamlined processes, and less double work for employees. This has caused technology preferences in the hospitality industry to shift away from stationary legacy systems and move towards mobile tablet and iPad point of sale (POS) solutions. Mobile solutions have also become an option for restaurant operators that need to upgrade their POS technology but don't want to add more traditional terminals.

Restaurants are turning to ISVs to enable them to use state-of-the-art mobile POS solutions to give them the receipt printing functionality they need at the table, at the checkout counter, car side, in outdoor dining areas, and anywhere else transactions can take place. However, upgrading a clients' POS system with mobile capabilities is more than just integrating new hardware, it also means the addition of new elements that will keep printers connected and operational.

Star Micronics' TSP100IIIU may be the answer you are looking for.

# Help Wanted:
# Reliable iOS Device to Receipt Printer Connections

It doesn't matter if you're dealing with top-of-the-line POS hardware or more budget-friendly solutions, even the best technology won't perform as expected without a reliable connection between the printer and its iOS device. Connectivity issues can cause expensive downtime, work slowdowns, and disruption to automated processes. It's smart to encourage your clients to see beyond one-size-fits-all packages and envision the total solution.

Because tablet POS systems typically run on cloud-based or local/hybrid-cloud software solutions, restaurant owners will need to make sure they have a reliable connection from printer to iOS device. An issue that restaurants often face centers on effective, reliable mobile receipt printing.

## The Problem with Bluetooth and WLAN Connections

The main connectivity options restaurant clients usually consider for their receipt printer to device connections are Bluetooth and WLAN. Unfortunately, none are a perfect fit for "always on" connectivity.
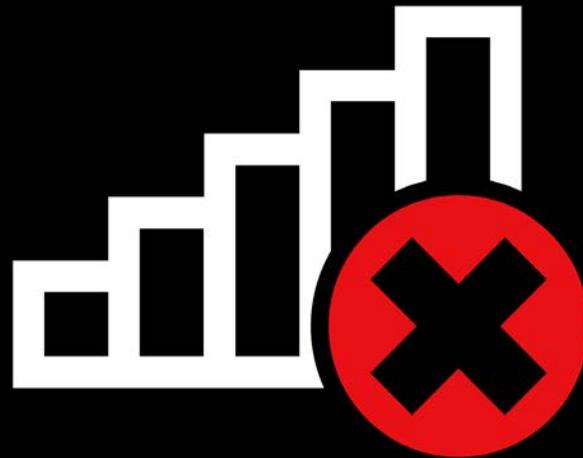
### What is Bluetooth?
Bluetooth technology uses short wavelength UHF radio waves to connect to a mobile device or computer. Although Bluetooth is synonymous with hands-free connectivity or headsets, this technology uses the same 2.4 GHz frequency as Wi-Fi. Before a connection can be established, the devices need to "pair" and then a network made up of piconets (devices using Bluetooth) is established. The network is fluid as devices enter and leave the field.

### What is WLAN?
A wireless local area network (WLAN) allows a mobile device to connect to a LAN through radio transmissions. WLANs usually follow IEEE 802.11 standards and are therefore compatible with almost every mobile device or computer.

## Issues with Bluetooth and WLAN

Bluetooth and WLAN connections can be unpredictable in a hospitality environment. Your clients' businesses are minefields of disruption to the iOS-wireless printer connection. All electronic devices emit radio frequencies that can cause issues, but the ones that operate on the same frequencies like neighboring connections, cordless phones, and wireless speakers can block the signal completely. Other objects that can disrupt the signal by emitting frequencies of their own are microwaves, power lines, electric and electronic noise blocking signals, and nearby electrical railroad tracks.

Physical disruptions like metal objects (doors, refrigerators, etc.), water, marble, and bricks can all cause connectivity between the iOS device and mobile printer. Even plaster and concrete can interfere with the connection if it isn't strong enough.

It's impossible to avoid some of the appliances that can cause connectivity problems for your clients' businesses. How can a restaurant or coffee shop operate without a refrigerator or microwave? But the problem must be addressed. Interference can result in order delays to the bar or kitchen, and ultimately, cause a delay in customer service. This can put a damper on the overall customer experience.

# The Benefits of a USB Connection from POS Device to Receipt Printer

A USB connection from device to printer may be, if not the best, then one of the best connectivity options for your restaurant clients. By nature, a USB connection reduces the time required to transmit data from the POS device to the receipt printer. This allows for lightning fast printing of order tickets and customer receipts in a restaurant environment. Because of this, your restaurant clients will experience a boost in customer satisfaction. Restaurants will also experience an increase in table turns due to staff's ability to submit an order ticket and print the customer's bill more quickly, ultimately boosting sales. Additionally, a USB connection is one of the most reliable, ensuring order tickets aren't dropped or lost and causing an undue roadblock for your client when trying to deliver exceptional customer service.

## ❯ The Star Micronics Solution

The issues your hospitality clients face with connectivity have occurred as shifts in the industry and technology innovations have forced receipt technology to evolve quickly over the last several years. Most recently, the popularity of iPad® and iPhone® POS solutions has increasingly demanded mobile and connected receipt printer solutions, but until now, there hasn't been a solution that offers simple and reliable connection for iOS devices to a receipt printer. In light of these challenges, Star Micronics has developed solutions for clients who need to print receipts from web-based applications and help hospitality customers overcome connectivity issues.

The company's newest addition to the TSP100III line is a printer created to address connectivity problems. The new TSP100IIIU offers a simple and extremely reliable tether connection for iOS devices via USB connectivity, while simultaneously charging the device that is it connected to. This printer can also be connected to any Android or Windows device but without the simultaneous charging capability.

The TSP100III line has been available with LAN, WLAN and Bluetooth, but the newest addition is the first hardware offering with a tether option for intuitive use and easy integration.

This cost-effective printer option includes everything your clients will need to upgrade their printing capabilities. The printer comes with an internal power supply, cables, mounting kits, and paper roll. Its simple "plug and play" connectivity and new USB serial number feature, allows a PC to detect the TSP100IIIU on its Windows platform using any USB port.

The TSP100IIIU is also compatible with Star Cloud Services, which allows restaurant and hospitality clients to engage with their customers for free and offer them digital receipts through the AllReceipts™ app.

## Why choose the TSP100IIIU?

The TSP100IIIU builds on the success of Star's TSP100ECO printer. The new model offers faster printing speed, increased reliability and connectivity, power switch and serial number for asset management, and more, such as:

- Low operating cost
- High-speed printing, 43 receipts per minute
- Guillotine auto-cutter
- Revolutionary futurePRNT receipt design software
- Compatible with Star Cloud Services and AllReceipts™ digital receipt app

Connectivity issues can derail any POS system, wreaking havoc on a client's hospitality operation. A mobile solution and printer is only as reliable as its network, and Ethernet, Wi-Fi and Bluetooth connections all have vulnerabilities that can cost your clients time and money.

Star Micronics new TSP100IIIU offers an answer to printer connectivity issues, by allowing iOS devices to tether directly to the receipt printer. The simple connection, lightning fast printing speed, and compact design provides the reliability required for fast-paced service, high-volume transactions, and workplaces where wireless networking is difficult. Customers who want to incorporate tablet POS into their businesses should take advantage of Star's new iOS receipt printer so they can print receipts anytime, anywhere.



## About Star Micronics

Star Micronics America, Inc. is a subsidiary of Star Micronics Company Ltd., one of the largest printer and POS manufacturers world-wide. Star Micronics also manufactures high precision machine tools and precision parts. Star Micronics Company Ltd. is ranked as one of the Top 50 "Most Stable" Japanese companies on the Japanese Nikkei. For more information, visit www.starmicronics.com or call 800-782-7636.