



Epson releases POS development kits for iOS and Android

The Epson SDKs are designed to shorten the development time required to implement mobile POS applications, enabling support for wireless printing from handheld peripherals like iPad®, iPod touch®, iPhone® and similar devices using Android™.

Sydney, 17 July 2012: Epson, a leading supplier of value-added point of sale (POS) solutions for retail, hospitality, airports and the finance industry has released software development kits (SDKs) for mobile printing applications.

The Epson SDKs are designed to shorten the development time required to implement mobile POS applications, enabling support for wireless POS printing from handheld peripherals like Apple's iPad, iPod touch, iPhone and similar devices using Google's Android™ mobile technology platform.

Available immediately for Epson's most popular thermal and multifunction receipt printers, Epson's SDKs provide developers with fast, convenient and cost-effective tools to connect iOS and Android devices to networked POS printers, enabling wireless printing throughout the store, restaurant, office or bank from a wide range of input devices.

"Mobile technologies are being deployed in record numbers at lightning speed across a wide range of businesses all of which need more flexible, wireless control and printing capabilities" said Craig Heckenberg, Business Unit Manager at Epson Australia.

"Epson's mobile SDKs simplify the development process, saving businesses time and money, and allowing them to provide customer access to receipts and information throughout their premises that can be printed from a variety of mobile devices," said Craig.

A report from IHL Consulting entitled Mobile POS: The First Real Test, IHL states that mobile in retail is now a \$5.5 billion business worldwide and is the single fastest moving trend in retail since internet connectivity was added to stores.

Epson's two SDKs are available at:

<https://download.epson-biz.com/modules/pos/index.php?page=soft&scat=50>

Developers with questions about the kits should call Epson's POS business unit on (02) 8899 3666.

ENDS

High resolution images of Epson POS products are available at: <http://www.channel.epson.com.au/> where you can log in using the email address media@epson.com.au and password <media>.

To obtain an Epson product for media review please contact Bob Pritchard at CommunEcom Strategic Communications on 02 9949 9788 or 0413825552 or by email at Bob.Pritchard@communecom.com.au.

About Epson

Epson is a global imaging and innovation leader whose product lineup ranges from inkjet printers and 3LCD projectors to sensors and other microdevices. Dedicated to exceeding the vision of its customers worldwide, Epson delivers customer value based on compact, energy-saving, and high-precision technologies in markets spanning enterprise and the home to commerce and industry.

Led by the Japan-based Seiko Epson Corporation, the Epson Group comprises more than 75,000 employees in 97 companies around the world, and is proud of its ongoing contributions to the global environment and the communities in which it operates.

<http://global.epson.com/>

About Epson Australia

Epson offers an extensive array of award winning image capture and image output products for the consumer, business, photography and graphic arts markets, and is also a leading supplier of value-added point-of-sale (POS) solutions for the retail market. Epson is the market leader worldwide in sales of data projectors [DTC Consulting Limited figures]. Epson's products meet consumer and business customer needs for superior quality colour image reproduction (printers), projection (projectors) and capture (scanners) devices with high-level functionality, compactness, systems integration and energy efficiency. Epson Australia, founded in 1983 is headquartered in North Ryde NSW and is a subsidiary of the Epson Group headquartered in Japan.