

## Why Choose Toshiba Hardware?



TOSHIBA TEC Europe has earned a reputation as a leading manufacturer of retail and industrial information systems through product development that aims to anticipate and uncover potential customer needs. This has resulted in products that provide the functionality, reliability and miniaturisation, which is so important to both the retail and hospitality industries. The prime focus of TOSHIBA TEC Europe is to provide and support high quality, reliable products that are easy to use without compromising value for money.

Regardless of the size of your retail environment and whether you're in the market for a modular or an integrated EPOS solution, with either full or combined touch-screen functionality, electronic weighing scales or stand alone cash registers, Toshiba manufactures a full product portfolio for you to choose from. Together with our extensive network of specialised business partners, we can ensure a tailored EPOS solution to meet your specific requirements and also protect against future proofing.

Our hardware and components are manufactured from our TOSHIBA TEC facilities in Japan, providing our customers with the assurance of:

- \* Complete consistency of quality key components.
- \* Stock availability for planned customer rollout's, through advanced factory forecasting and product scheduling, eliminating any "hardware inconsistencies and surprises" for implementation.
- \* Customer consultation at all stages in the sales process. TOSHIBA TEC understand that as technology evolves model changes are inevitable, and customers working to large-scale rollouts need to be consulted before changing the specifications on their chosen product. This allows for "hassle-free" migration to next-generation components.
- \* Stock holding of spare parts for 7 years after the discontinuation of a product, further protects your hardware investment.



Through our network of TOSHIBA TEC approved business partners, we are not only able to provide you with hardware solutions, but can also offer tried and tested software solutions across a wide and varied range of markets and applications. Our partners, through their expertise in specific markets, are able to tailor the software platforms to your exact requirements, and also provide the essential consultation, implementation and maintenance support.

Continued R & D investment in our hardware ensures our products offer the latest features and functionality, whilst complimenting our business partners with their continued R & D in software development. Such focus on each of our "chosen specialities" allows unnecessary costs to be stripped out and brings together "best of breed" organisations to offer you, a true value-added solution that is not only tailored to meet your specific business requirements; but also guaranteed to run on a stable, consistent and reliable hardware platform.

Users of our solutions benefit from TOSHIBA TEC's quality and reliability and this promotes in lowering the total cost of ownership. Whatever your choice of solution whether it is the new ST-7000 modular PoS with its SOM (Slide-Out-Module) concept, or the stylish ST-70, with its super-bright resistive touch screen, we have the 'future-proof' hardware platform to cater for your ever changing business needs.

To reinforce its identity as part of the Toshiba Group of companies TOSHIBA TEC Europe Retail Information Systems has rebranded its product range from TEC to TOSHIBA. This next logical step forward in growth will provide the European retail market with more integrated in-store technology solutions, embracing EPOS, bar code printing and digital merchandising.

The new strategy covers all aspects of the company's business, including product development, empowering channel partners, and a sharper focus on coordination and integration with other TOSHIBA divisions.

A key element of this expansion drive is promoting effective utilisation of synergies between other TOSHIBA divisions. Portable PCs, digital high-definition TVs, system LSIs, flash memories, will now all be part of an extended TOSHIBA family.

In addition to our range of PoS Solutions TOSHIBA TEC offers an extensive range of barcode printing solutions for the retail, health care, transport and logistics and government markets to meet complex challenges. With the emerging age of ubiquitous networks and computing, in which RFID-enabled products are expected to play a major role, TOSHIBA TEC is readying itself for further growth, and has reaffirmed its basic strategy of introducing advanced strategic products offering technological innovations that create new markets.



# TOSHIBA

TOSHIBA TEC Europe Retail Information Systems S.A. (UK)

Campus 300, Spring Way, Maylands Ave, Hemel Hempstead, Herts, HP2 7TQ

TELEPHONE: +44 (0)870 890 7200 FAX: +44 (0)870 890 7350

EMAIL: [marketing@toshibatec-eu.co.uk](mailto:marketing@toshibatec-eu.co.uk) WEB: [www.toshibatec-eu.com](http://www.toshibatec-eu.com)