



Press Release
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For Immediate Release
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Datasym POS Inc Expands Peripherals Selection to Include 8.4” Customer Display with USB Interface

Brantford, ON. July 31, 2012 - Datasym POS Inc releases the newest addition to the peripheral product line, an 8.4” Customer Display with USB interface that does not require an additional power source to operate.

The 8.4” USB customer display is an external component that can be easily added to the point of sale terminal to enhance the customer’s retail experience. DatasymPro software used in a Datasym EliXR terminal will allow retailers to run advertisements such as product releases, store specials or upcoming promotion while displaying a copy of the customer’s transaction at the time of the checkout. This display will help retailers provide their customers with an enjoyable experience at the point of purchase and can be used to encourage repeat business. The display also comes with Windows drivers so it can be used as a second display with other software if that is desired.

“Advertising is an essential component of every business and this plug and play USB display can help simplify the process. It can be extremely costly for retailers to advertise and this display is cost effective method for promoting products to an already interested customer base. Considering the general rule of thumb is that 80% of a retailers business comes from 20% of their customers, it is important for retailers to take the opportunity to engage, educate and provide exemplar service to their customers at the point of purchase. It is arguably the most critical point in the sales process.” Said Robert Field, President of Datasym POS Inc.

Datasym POS Inc. is a leading edge Point of Sale company based in Brantford, ON Canada with distribution facilities in Niagara Falls, NY. Datasym develops hardware and software solutions for small to large companies across a multitude of retail markets.

For more information contact sales at 1-(877)-512-9954 or e-mail sales@datasym.com.