

The Star Difference



Star Support for New Microsoft Windows Embedded for Point of Service

Star Micronics has worked closely with Microsoft to produce dedicated drivers for POS printer support for Microsoft's new Windows Embedded for Point of Service (POS), a standard software platform that simplifies the setup, deployment and management of POS systems. The TSP700's high-speed printing, small footprint and ease of operation are perfect complements to Windows Embedded for Point of Service and create a solution that brings performance advantages to a wide range of applications, including POS, hospitality, restaurant, and kiosks.

"Star Micronics has always played a leadership role in the printer industry. Our commitment to Windows Embedded for Point of Service is the most recent example of that role," said Simon Martin, Director and General Manager for Star Micronics Europe. "It is a truly innovative platform that brings a number of advantages to POS systems. We believe that the TSP700 is a perfect complement to Windows Embedded for Point of Service because the TSP700 also brings many benefits to point of sale applications."

"Windows Embedded for Point of Service will provide plug-and-play functionality for retail device peripherals such as scanners, magnetic stripe readers and receipt printers, enabling retailers to rapidly integrate new peripherals into their retail solutions," said Jason Demeny, senior product manager for the Mobile and Embedded Devices Division at Microsoft Corp. "When available, these solutions will give our retailers even greater hardware flexibility while enabling emerging technologies like Radio Frequency Identification (RFID) or multimedia to enhance the customer experience and to increase the productivity of in-store and information technology personnel."

The TSP700 will be the first Star Micronics printer to be compatible with the Windows Embedded for Point of Service platform. All other Star Micronics thermal printers, including the TSP800, TSP600, TUP900 and TSP1000, will be compatible in the near term. By being compatible with Windows Embedded for Point of Service, the TSP700 can be used in systems that have a number of benefits created by the new platform. These include:

- Low lifecycle costs. Windows Embedded for Point of Service is a standard software platform that uses familiar deployment technologies and support for management technologies such as Software Update Services (SUS) 2.0, and Systems Management Server (SMS) 2003. This reduces development, deployment, servicing and support costs through the lifecycle of the POS system.
- Easy to setup, use and manage: Simple set-up, use and management of point of service solutions are featured. Plug-and-Play functionality, the most requested feature by retailers using any platform, easily integrates and manages retail peripherals. Additionally, stronger default security settings and tools increase network protection to enable a more secure experience on POS systems.

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