



**“Over the past three years, Epson’s solution has paid for itself many times over.”**

– Ken Donham, Virgin Entertainment Group

**“Epson’s TM-H6000 with MICR started reducing check costs the first day on the job.”**

– Denelle Martin, Goodwill Industries

**“Epson’s TM-T88s offer the ultimate reliability—they work consistently and seamlessly.”**

– Amy Wilson, Gilbarco Veeder-Root



Retailers ranked Epson printers #1 for the fourth year in a row.

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**“Epson’s CaptureOne for RDC has the features our customers have been asking for.”**

– Stephanie Schmitt, U.S. Bank

**“We’ve had great success with Epson’s Mobilink solution, a very positive experience.”**

– Dennis Kuhl, Angels Stadium

**“Epson was the only company able to customize an interface for our legacy system.”**

– Ed Rennemann, Crate and Barrel

# Count on Epson



## It pays to partner with the leader

For over 30 years, Epson's advanced technology solutions have been at work in millions of point-of-service systems around the world. Solutions that increase productivity, improve customer satisfaction and reduce costs. And today, Epson's unequalled reputation for innovation, quality, reliability and value make Epson the brand that both customers and resellers prefer. From retail and food service to supermarkets and financial institutions, Epson is the clear choice.

### Epson ranked #1 by retailers and resellers

Epson has been rated #1 by retailers in the RIS Leaderboard for the last four years in a row and has been named "Best Channel Vendor" by resellers in Business Solutions magazine.



### Leader in industry standards

At Epson we've helped lead the way in establishing standards for retail automation. Since developing ESC/POS®, the de facto industry standard for retail printer interfaces, we have been a driving force in UnifiedPOS initiatives and a founding member of ARTS. Epson also is a founding member of TWAIN, which sets the communication standards for imaging devices.

### Always a step ahead

Epson has a long history of delivering breakthrough technology and industry-leading products from the first digital miniprinter and desktop color inkjet printer to the first single-pass color

flatbed scanner. Today, Epson continues to invest heavily in the development of new products and technologies that will meet the changing demands of the marketplace and your customers.

### Epson. The right choice

Discover for yourself why Epson is the smart choice for you and your customers and how we can help you gain new customers, retain and grow your current base and increase your revenue.

### Epson Legacy of Innovation

- First digital miniprinter
- Created new market with first PC-POS printer
- First desktop color inkjet printer
- First single-pass color flatbed scanner
- First to develop legacy interfaces
- First printer to read MICR, print, endorse and image checks in a single pass
- First integrated teller printer with two-sided check imaging
- First full-color POS inkjet printer
- First All-in-One check scanner for SMB



Epson named "Best Channel Vendor" of 2009 by resellers over all other POS hardware and software vendors.

# to deliver more

## Innovative technology

Epson offers the broadest line of POS printing and check scanning solutions available today. From our best-selling TM-T88 series to our TM-H6000 series with the industry's highest MICR accuracy and our latest family of check scanners for Remote Deposit Capture (RDC) applications, Epson has the answer for your customers' needs.



**TM-T88IV. Named Best Channel Product 2009**

- Based on richness of features, service, reliability and ease of integration
- More than 5 million TM-T88 series printers have shipped to date

## Epson transaction printers

There is a reason Epson has the largest market share in North America in POS printers.<sup>1</sup> Our broad range of impact, thermal and inkjet printers offer the highest levels of performance, reliability, innovation, functionality and, most importantly, value for both customers and resellers alike.



## Epson check scanning solutions

Epson's award-winning check scanners are known for their robust features and superior image quality. They also offer industry-leading MICR accuracy that ensures high throughput and ROI. Our check imaging solutions range from the most reliable desktop scanner for branch and RDC applications to the only family of low-cost scanners for small business available today, featuring Epson's exclusive SureCapture™ software.



## Epson delivers value

Along with Epson's advanced, cost-saving features, Epson offers long-life print heads, metal parts, high MTBF ratings and unsurpassed reliability. All of which add up to an extremely low total cost of ownership that translates directly to your customers' bottom line. Add to that our easy-to-use features and fast printing and imaging speeds and your customers can save even more with increased productivity, quick throughput and a superior customer experience.



## Connectivity options and more

Epson offers more connectivity options than any other company. With our exclusive Connect-It™ family of interfaces you can offer your customers all the advantages of Epson speed, performance and advanced printer features. In addition, Epson can customize interfaces and microcode, develop custom cases and more, to ensure you deliver the solution with the most functionality and value to your customer.

**“Two thirds of the top 20 U.S. financial institutions rely on Epson.”**



“All Epson products worldwide are compliant with RoHS standards.”



# than ever before.

## World-class service

With Epson, you get the world-class service you'd expect from the leader in point-of-service solutions. Epson's industry-leading ExpressCare<sup>SM</sup> program offers a wide range of cost-effective options to keep your customers' equipment up and running. From our Fast Turn Depot<sup>®</sup> to Spare-In-The-Air<sup>®</sup> and ExtendedCare<sup>SM</sup>, you'll get fast, reliable service and quick resolution from highly-skilled technicians.



And Epson also has a strong worldwide support network, so the Epson solution your customers select for the U.S. can be deployed worldwide.

## Industry-leading Partner Program

The Epson Envision<sup>SM</sup> Partner Program offers the most comprehensive sales and marketing support for resellers available today. As an Epson Envision partner, you will gain significant advantages that can help you grow your business and profits, while providing the best products and services available to meet your customers' needs.



## Envision Partner Program offers:

- Significant revenue opportunities
- Comprehensive marketing support
- Pre- and post-sales support
- Advanced technical support
- Industry recognition and promotion
- Special incentive programs
- Professional sales/technical training

## Flexible leasing and financing

Epson's Envision Finance Program offers solutions that can finance up to 100% of a customer's total system, including hardware, software and services. With single-source financing, it is easier for them to afford the initial investment and ongoing costs.

## Epson environmental achievements

Epson is one of the leading environmental companies in the world. Our



products are built with exceptional energy-saving designs, remarkable recyclabil-

ity and long life spans using strict manufacturing processes. This means smaller environmental footprints and more savings for your customers.

## Find out more today

To learn more about our products and services and the benefits of working with Epson, go to [pos.epson.com](http://pos.epson.com).

## Add Up the Epson Advantages

- **Financially-sound international company**
- **Leading brand known for innovation and reliability**
- **Ranked #1 in POS peripherals<sup>2</sup>**
- **Broadest family of transaction-based products available**
- **Named "Best Channel Vendor" in 2009<sup>3</sup>**
- **Comprehensive Partner Program**
- **Well established distributors with in-depth experience**
- **Major advertising and marketing investment**
- **Award-winning record of environmental achievement**



[pos.epson.com](http://pos.epson.com)

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<sup>1</sup> 2009 North American Point-of-Sale Printers Market Study, IHL Group, April 1, 2009; <sup>2</sup> RIS Hardware Leaderboard, 2009; <sup>3</sup> Business Solutions, September 2009

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