



POSIFLEX TECHNOLOGIES, INC. ANNOUNCES SUPPORT FOR MICROSOFT WINDOWS EMBEDDED FOR POINT OF SERVICE

January 04, 2007 – Hayward, CA: Posiflex Technologies, Inc, a worldwide engineering and design point-of-sale hardware manufacturer, recently announced the successful certification for Posiflex cash drawers, pole displays, printers, and magnetic card readers on the Microsoft Windows Embedded for Point of Service platform.

The Windows Embedded for Point of Service software platform is the first to provide plug-and-play functionality for installing and managing peripherals. Windows Embedded for Point of Service is optimized for retailers to enhance the customer experience at the point of service, increase reliability and security, and deliver low life-cycle costs for POS systems. The Posiflex native drivers support UPOS, OPOS, JavaPOS; and POS.NET standards.

Tim Becerra, Executive Vice President of Sales and Business Development for Posiflex USA stated, "Posiflex foresees much value with offering Windows Embedded for Point of Service to its partner network as it takes full advantage of the Windows XP Professional architecture and standard Microsoft Windows updates. The development and offering of native Windows Embedded for Point of Service drivers for Posiflex peripherals reflects our core value as a design and engineering manufacturer. Posiflex plans to grow its unprecedented collection of plug-and-play Windows Embedded for Point of Service peripherals for point-of-service to meet its partners' demand for 'ease of use'."

Owen Chen, CEO, Posiflex Technologies, Inc. commented, "With over 20 years of experience in engineering and custom design hardware manufacturing, Posiflex provides a wide range of terminals from thin client technology to high-performance based systems. Our product offerings include a full line of peripherals that not many vendors can offer. We are now compliant with Windows Embedded for Point of Service and our commitment to leading edge technologies will continue to expand."

"We're excited that companies such as Posiflex are optimizing their point-of-sale hardware products for the Windows Embedded Point of Service platform," said Jane Gilson, director of the Mobile and Embedded Devices Division at Microsoft Corp. "Posiflex's cash drawers, pole displays, printers, and magnetic card reader products based on Windows Embedded for Point of Service, make plug-and-play functionality a reality for our mutual retail customers."

Implementation of Windows Embedded for Point of Service lowers long-term costs with simplified setup, deployment and point-of-service management. Development time and integration of systems, applications and device peripherals is also greatly reduced.

About Posiflex Technologies

Since 1984, Posiflex Technologies, Inc. has established itself as a leading professional manufacturer of all-in-one touch based systems and related peripherals serving a variety of point-of-service market segments. Posiflex designs and produces all products in an ISO 9001/9002/14001 certified laboratory and factory in Taipei, Taiwan. Posiflex has been awarded several patents worldwide for its innovative product design. All products include a standard three-year warranty. To learn more about Posiflex, visit www.posiflexusa.com.