



POSIFLEX Announces New Value-Add Service Plan for North America

Hayward, CA - POSIFLEX Business Machines and TekServe POS LLC, announced a new and exciting "Rapid Exchange Program", an upgraded warranty service program specifically designed for POSIFLEX customers within the North America (U.S. and Canada).

TekServe POS LLC, bringing with them 10 years of service experience in the POS hardware industry, has been selected by POSIFLEX Business Machines as the only authorized service provider to perform services under the Rapid Exchange Program. "This is an excellent opportunity to further our commitment to providing quality, professional services to members of the hospitality, C-stores, entertainment and retail industries and now specifically to users of the industry leading POSIFLEX POS hardware," said Rick Legue, Director of Sales of TekServe POS LLC.

Next Day On-Site and Next Day Customer Assist are the two options available with this program. Each of these can help POSIFLEX business partners minimize overall service expenses, while maintaining a high level of support to its customers. Both options cover the JIVA 5715 series and JIVA 5815 series. Service plans for the JIVA 8000 and new Hybrid POS system will be announced soon.

- **Next Day On-Site Service Plan:** TekServe POS will dispatch technician to POSIFLEX customer location and ship spare components and/or whole units via Next Day advanced shipment.
- **Next Day Customer Assist Service Plan:** TekServe POS maintains an inventory of customer specific hardware and dispatches a unit prior to receiving back the defective unit. This service includes the Next Day advance shipment of spare components and/or whole units to POSIFLEX customer location.

TekServe POS provides a unique and customized web-based call placement program and project management tool for it's customers to access real-time information related to service calls, hardware shipments and related information associated with the services that TekServe POS provides.

"A fully functioning, tested replacement unit arrives the next day assuring the customer of a guaranteed return to service of its POS terminal! Here's an opportunity for the reseller to offer extended services, regionally or nationally, and compete for

➤ **Rapid:** page 3

Inside this issue

Famous Famiglia Pizzeria Selects FuturePOS and POSIFLEX for its Growing business

page 2, installation review



Product Showcase - CR4216C USB Cash Drawer

page 3, product

POSIFLEX Details ELO Infrared & AccuTouch Options for JIVA 8000

page 4, nuts & bolts

Employee of the Quarter,

page 4, spotlights

Industry Events

page 4, calendar



Famous Famiglia Pizzeria selects FuturePOS and POSIFLEX for its growing business

If you've ever strolled down Times Square, or any of the five burros of New York, and smelled the fragrance of fresh pizza, undoubtedly, your nose has taken you to a Famous Famiglia pizzeria! Just one slice of their traditionally rich pizza pie is all you need to know about New York pizza at its finest. It will beckon you for years to come. Many long-time lovers of Famous Famiglia have opened up their own franchise simply to share the unique flavors and the qualities of a pizza done right.



"When it comes to quality, we go to the source!" is the motto at Famous Famiglia. This is a mantra we hold true not only for our food products, but all aspects of our business. That is why when choosing a new point-of-sale platform, we selected Future POS and the POSIFLEX JIVA 5800..."

"The "ease of use" of both the software and hardware has reduced the processing time per customer while maintaining a high level of service customers have come to expect from Famous Famiglia."



Durability, reliability, space and "ease of use" are the criteria of Famous Famiglia when selecting a new point-of-sale hardware platform. For these reasons and more, Mr. John Pflomm, Controller of Famous Famiglia, selected FuturePOS software with POSIFLEX JIVA 5800 integrated terminals for its growing business - with more than 15 sites currently under development.

Today, Famous Famiglia has nine stores installed with POSIFLEX terminals. With over nine months experience in a fast-paced, high-volume pizzeria, Famous Famiglia has had zero failures and is very pleased with the performance of the system.

Mr. Pflomm stated, "the JIVA 5800 is compact, yet offers a large viewing surface (15" TFT LCD). Not only does the screen accommodate several menu items and options, the overall small footprint of the terminal allows each store to maximize its counter space, offering customers more options at the cashier station."



"Newark Liberty International Airport, Terminal C - 2001"

First installation site in JFK airport, New York

"POSIFLEX and Future POS have had, and continue to have, a significant impact on our business. Future POS is an ideal fit for our industry. The products' "ease of use" has helped us streamline employee implementation and training time, improved reporting and reduced our capital expenditure for all new rollouts," Pflomm stated.



"Times Square (NYC) - 1989"

About Famous Famiglia:

In the summer of 1986 the Kolaj family, founders of Famous Famiglia, opened their first pizzeria in the vibrant and culturally rich Upper Westside of Manhattan. First year sales far exceeded projections and New Yorkers were enjoying pizza at its best. Famous Famiglia quickly became a leader in the New York pizza market. Over the next 12 years they opened many more locations throughout New York City,

➤ **Famiglia:** page 3

Famiglia
from page 2



growing the company into a successful New York pizza chain, winning contests and awards with their quality and service. They built a brand name synonymous with “the best pizza in New York!” The Famous Famiglia brand has appeared in movies, TV shows, newscasts, cable television, as well as print media. Famous Famiglia has earned the title, “New York’s Favorite Pizza”™. Additionally, Famous Famiglia has recently become, “The Official Pizza of the New York Yankees.”™

Today, Famous Famiglia operates company-owned and franchised units in airports and transportation hubs, malls and shopping centers, colleges and universities, sports stadiums, and busy urban locations throughout the nation. Famous Famiglia is focused on targeting captive market locations as part of its national expansion strategy.

About Future POS:



Future POS is a hospitality software solution provider for the table service and quick service industry. Started in 1995, Future POS is now represented in nearly every state across the USA, as well as distribution in the United Kingdom. Future POS differentiates itself over the other products available on the market by including everything a restaurant owner would need to effectively run a restaurant—POS, timekeeping, gift cards, frequent diner plans, reservations, accounting and payroll interfaces, and more.

For more information please contact Steve Pritchard at 330-645-6623, or via email at steve_pritchard@futurepos.com.

Rapid Exchange
from page 1

more opportunities with customized service options that will be recognized and desired by the smallest to the largest customer. At Tekserve POS and POSIFLEX, we’re redefining POS maintenance and “criticality” with service solutions that meet customers’ needs better,” stated Legue.

“The Rapid Exchange program will give our valued resellers a greater ability to market Posiflex products to national accounts outside their service area. Additionally, it will create an added revenue stream to their business they may have had to forego historically. The Rapid Exchange program with its web based reporting and ease of use will be a major enhancement for all POSIFLEX resellers nationwide,” said Scott Johnston, V.P. of Sales with POSIFLEX.

About TekServe POS LLC:



Tekserve POS is taking a fresh approach to meeting the overall service requirements of global retailers by providing comprehensive service for all store needs. Whether installing equipment in new or remodeled stores, or simply maintaining the equipment you currently have installed, Tekserve POS provides options to maximize quality of service while minimizing overall expense.

www.tekservedpos.com

PRODUCT SHOWCASE

New USB Interface CR4216C Cash Drawer

The new CR4216C cash drawer features a USB 2.0 interface and is UPOS 1.8 compliant. UPOS 1.8 allows manufacturers the ability to collect peripheral data to compare the time a peripheral has been in the field versus the amount of usage. This information can be forwarded to an application program that consolidates the data for analysis to validate field performance. Many times this information is not obtained or lost in translation between the end-user and manufacturer due to insulation of one or more business partners. Software developers may also use the data to inform customers when peripheral consumables are nearing an end or preventive maintenance is in order.

Key features:

- 5 coin and 5 bill fixed compartments
- coin roll storage located behind the bill compartments
- innovative screw-less design
- embedded powder coat protects against scratches
- precision mechanism to assure wobble-free drawer movements
- advanced design to extend the MTBF to 1,000,000 times



For more information, please visit <http://www.posiflexusa.com/cr4000.php>.

Touch Technology offered by POSIFLEX

Specification and application detail of Elo AccuTouch and Elo Infrared Touch for JIVA 8000 series:

JIVA-8000 with Elo AccuTouch		JIVA-8000 with Elo Infrared Touch	
Feature:	Applications:	Feature:	Applications:
1) Using five-wire resistive technology	<ul style="list-style-type: none"> • AccuTouch technology was developed with the harshest environments in mind. It excels in reliability, durability, and expected product life. Impervious to environmental conditions such as liquid spills and splashes, humidity, and wash down, these screens are the most contamination-resistant available 	1) Using optical sensor technology (light beam interruption)* for applications in harsh environments	<ul style="list-style-type: none"> • Infrared technology does not rely on an overlay to register a touch, so it's impossible to physically "wear out" the touch screen. It combines superior optical performance with excellent gasket-sealing capabilities, so it's an excellent choice for harsh industrial and outdoor kiosk applications
2) Long product life: withstanding more than 35 million touches		2) Low profile 4.5mm bezel with nearly pixel-level touch resolution and no parallax and operates in extreme temperature, shock and vibration and light conditions	
3) Contamination resistance		3) Durability: display is protected by a glass overlay	
4) Stable, drift-free operation		4) Highest clarity, vibrant display	
5) Meets NEMA 4/4x/12 and IP 65 standards		5) Light transmission: > 90%	
6) Resolution: touch point density is based on controller resolution of 4096 x 4096	<ul style="list-style-type: none"> • Ideal for human-machine interface such as POS terminals, voting machines, industrial automation, medical equipment, office automation, retail automation and pharmacy automation 	6) Vandal resistance and safety	<ul style="list-style-type: none"> • Ideal for automotive, transportation, and harsh environment applications such as POS terminal, food processing, industrial automation, medical equipment, in-vehicle and transportation
7) Positional accuracy: standard deviation error is less than 2mm		7) Deliver extreme sensitive, accurate response	
8) Input method: finger, gloved hand or stylus activation		8) Resolution: touch point density is based on controller resolution of 4096 x 4096	
		9) Positional accuracy: typical centroid accuracy is 2mm with 1mm STD error	
		10) Input method: finger or gloved hand activation	
		11) Chemical resistance: the active area of the touchscreen is resistant to chemicals that do not affect glass	

* Infrared: Infrared touch screens are based on light beam interruption technology. Instead of an overlay on the surface, a frame surrounds the display. The frame has light sources, or light emitting diodes (LEDs) on one side and light detectors on the opposite side, creating an optical grid across the screen. When an object touches the screen, the invisible light beam is interrupted.

Employee of the Quarter



"In a growing company with a variety of different products, it is sometimes difficult to forecast market trends. With good communication and the use of internal resources, my focus is on systematic planning for future orders to ensure product is readily available for our customers."

Evan Boyd, Material / Order Planner

INDUSTRY EVENTS

Jun ~ Aug 2005

Jun 14-15	Chicago Pizza Expo
Jun 20-23	Hitech
Jun 26-28	Southwest Food Expo '05
Jul 12-13	RSPA Expo Tech (POSIFLEX booth #813)
Aug 20-22	Western Foodservice & Hospitality