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Posiflex Business Machines, Inc. announces an addition to its executive team. Doyle Ledford, formerly of Panasonic, joins Posiflex as VP of Channel Sales. Steven Young, CEO, said "We are delighted that Doyle is coming on board. He will work closely with Executive VP, Tim Becerra, to ensure that our partnerships with distributors and independent software vendors and value-added resellers continue to grow and serve the expanding and evolving POS market." Tim Becerra said, "We are excited for Doyle to join the Posiflex team. Doyle has a strong background in channel sales and service from his 16 years at Panasonic and adding his talents to our team will enhance our ability to help our distribution and channel partners expand into new vertical markets."

Posiflex is a 25 year old designer and manufacturer of integrated All-in-One touch screen POS systems. With headquarters in Taipei, Taiwan and installations in over 40 countries worldwide, the company was the first to introduce a three year warranty to the POS marketplace and is known for high quality hardware and customer service. With a value proposition that emphasizes high value rather than just low price, Posiflex focuses on being the best hardware partner for software developers.

For additional information, contact Chosen Cheng, 510 401-5877.