

Sharp's little black numbers

Sharp is setting trends in the market for entry-level electronic point of sale systems. Four out of the total of five POS systems which make up Sharp's XE-A series are available in stylish black in addition to the standard grey. All the systems feature an attractive design, a comprehensive specification and a customer-friendly 48-hour replacement service.

Frankfurt, Paperworld 2010. As one of the leading manufacturers of electronic point of sale systems in Germany, Sharp has the right product for each individual requirement in its XE-A series – irrespective of whether you run a kebab shop, a fashion boutique or a retail outlet. The XE-A113, XE-A203 and XE-A303 models include commercial features specifically aimed at retail environments. The monitoring and reporting system updates the dealer regularly on the optimum composition of his product range. The XE-A102 and XE-A213 point of sale systems are particularly designed for hospitality and retail applications.

“Especially in kebab shops or bistros with limited space, the electronic point of sale system becomes a dominant part of the shop furniture. The design trendsetter is our XE-A102 model,” declares Regina Hamersky, Marketing and Sales Manager (SoHo) at Sharp Electronics Germany/Austria. “This small, compact POS system was the first system in our XE-A series to be available in black. This means that it is particularly unaffected by dirt and discoloration,” Hamersky continues. As a special service, the Turkish version of the user guide for this unit can be downloaded free of charge from the Sharp website www.sharp.de.

Key in 22 and the XE-A213 electronic point of sale system knows the order is for spaghetti arrabiata. Thanks to 70 preset price keys, each key can be programmed for a particular item in small catering establishments. This saves time and provides valuable assistance to staff especially in those busy periods in the evening. Even if staff operate the POS system with sticky hands, the flat, spill-proof keypad can quickly be cleaned and remains operational. A further plus point is that the POS system is capable of billing each table separately.

In addition to comprehensive and highly specified electronic point of sale systems, the service aspect for its customers is also important to Sharp. “Sharp sets great store by outstanding customer service. A Service Hotline is available where our customers can seek the expert advice of Sharp product specialists at any time. If manual intervention

is required, the Sharp service partner will even collect the POS system within 48 hours^{1 2} and provide an equivalent replacement unit," concludes Hamersky.

All the electronic point of sale systems in the XE-A series are currently commercially available.

Reprint free of charge, please forward a copy.

Please visit www.sharp.eu for further information.

Sharp environmental activities

With its global environment strategy, Sharp has made environmental protection an integral part of its corporate culture. What we call the Sharp Super Green Strategy covers the production of energy-saving and energy-generating products in ecologically advanced plants, along with responsible recycling. One of the company's main aims on the road to becoming an "environmentally advanced company" is to significantly reduce both direct and indirect CO₂ emissions in our operations and products. Throughout the world, Sharp has defined environmental standards that apply to all our plants and products, and these are being continuously revised and dynamically improved.

You can find more information about Sharp's environmental activities on <http://www.sharp-world.com/corporate/eco/index.html>.

¹ Service available in Germany within the 12-month warranty period

² Calculated from the working day following receipt of the call