



Press Release

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PixelPoint Certifies Extraordinary Value SNBC Printers

St. Paul, MN – CRS, Inc., the exclusive importer of SNBC printers in the Americas is pleased to announce the certification of SNBC transaction printers by PAR Pixel Point POS. Respected SNBC leads the market in value printing solutions, enhancing both profitability and cost-effectiveness of PixelPoint POS systems.

PAR PixelPoint is a leading innovator in the development of world-class POS software. “By offering these printers to the PAR Channel we are giving our Partners a competitive advantage over many other printers available. Great quality with a great price is a winning combination in today’s increasingly competitive market.” said PixelPoint Marketing Specialist Brad Goodbody.

“We’re excited to welcome PAR PixelPoint to our fast-growing list of certified SNBC partners” said John Soderquist, CRS Peripherals & Parts Division Manager. “Extremely affordable SNBC printers are the ideal companion for your PixelPoint installation—our resellers who have tried them have never looked back.”

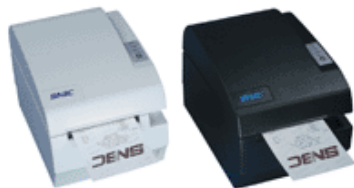
The SNBC printer family includes:

- ◆ Extraordinary Value—priced to resellers at \$100 less than comparable thermal printer models! The heavy-duty metal frame makes the BTP-2002NP thermal printer ideal for rugged environments. A proven product—sold and installed for over 5 years—that is packed with popular features.



BTP-2002NP

www.crs-usa.com/btp2002np.asp



BTP-R580

www.crs-usa.com/btp-r580.asp

- ◆ No Brick! In addition to having a built-in power supply, the unique design of the R580 makes it intrinsically spill-proof and perfect for installations subjected to liquid spillage. With a front paper exit, it fits perfectly in tight environments. At a blazing 230 mm/second, the R580 is the fastest in its class.

- ◆ Clamshell Design Impact! The BTP-M280 is ideal for kitchen and bar requisition applications.

SNBC POS printers are easy to support, use common interface option cards, backed by a 3-year limited warranty, and everything needed—including communication cables—is included in the box. To find out how you can “test drive” any of these models, contact CRS, Inc.



BTP-M280

www.crs-usa.com/btpm280.asp

About PAR PixelPoint

PixelPoint has been part of the PAR family since 2005. PAR is the world's leader in systems and service integration solutions for the restaurant industry with over 45,000 industry leading Point-of-Sale systems installed in over 95 countries worldwide.

About CRS, Inc.

CRS, the exclusive importer of SNBC printers in the Americas, is the nation's largest independent importer and distributor of POS terminals, POS printers, electronic cash registers, POS peripherals, parts and supplies. Go to www.crs-usa.com or call (800) 333-4949 for more information.

About SNBC

SNBC, Shandong New Beiyang Information Technology Co., is a subsidiary of Beiyang Electric Group Co. Ltd, one of China's leading electronic enterprises. SNBC is a leading manufacturer of thermal print heads, printers, and printer mechanisms for POS, kiosk and label printing applications.