

A BOLD NEW (TECHNOLOGY) WORLD FOR C-STORE RETAILERS

In today's consumer-focused marketplace, traditional, stationary POS stations are functionally obsolete and they are an inefficient footprint. Conversely, the POS of the future needs to be flexible and functionality-advanced. This requires a hybrid solution that can be used as a stationary device, a mobile device, even a self-service device for employee-assisted or customer directed functionality.

With a 2017 deadline of EMV compliance, trends in consumer loyalty, mobile, payments and line-busting, c-store operators would benefit from a POS hardware solution that supports the new retailing model.

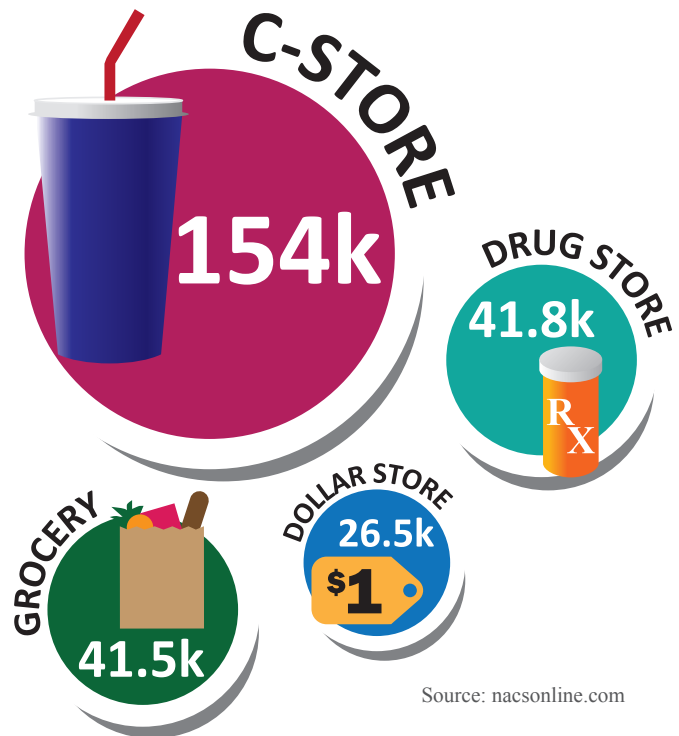
Since 1984, Posiflex has been developing small form-factor POS hardware terminals that can give fuel stations and other c-store operators the ability to implement the necessary technology hardware tools to improve the customer experience.

Posiflex product platforms include mobile and small form factor hardware solutions to operate in c-store, truck stop or fueling stations. Additionally, Posiflex product offerings of hybrid mobile and fixed terminals marry low-cost point of entry with high-value performance.

For example, the TX Series is a mini-PC -- about the size of a cable TV box -- and can replace a standard PC where a keyboard and monitor can be added. This is ideal for under counter or wall mounting for digital display or POS. The HS Series are fully integrated small form factor terminals with a 10-inch monitor, MSR and printer,

#OF
RETAIL
OUTLETS
2015

C-STORE
LEADS THE WAY



Source: nacsonline.com

convenient for locations where counter space is a premium such as in truck stops, convenience stores or small fueling stations.

The multi-use, multi-function Posiflex MT4008 bridges the mobile / tablet gap. Retailers can line-bust, check information on the store floor, scan inventory and set up a POS terminal all now with the same hardware platform. The MT4008 transforms from a tablet to a retail-ready barcode scanner, and then connects to a docking station with a fully integrated printer to function as a traditional POS terminal.

These hardware solutions give c-store operators the ability to conduct transactions in a fast-paced, consumer-centric environment that shows no signs of slowing down soon.

According to NACS, convenience store retail outlets continue to resonate with consumers, generating record in-store sales of nearly \$225.8 billion in 2015. Overall industry sales for 2015 reached \$574.8 billion, a testament to the value consumers are placing on convenience store services and products.

There were 154,195 convenience stores in the U.S. as of December 31, 2015, which now account for slightly more than 33.9% of all retail outlets in the country, according to Nielsen. This number is significantly higher than the U.S. total of other retail channels, including drug stores (41,799 stores), supermarket/supercenter (41,529 stores) and dollar stores (26,572 stores).

To stay competitive, c-store operators must utilize these new and inventive

ways to reach consumers at the point of purchase. This can be done by providing omnichannel shopping experiences that deliver transaction processing through a variety of point of sales hardware terminals. In this way, c-store operators of all sizes can leverage the smaller form factor Posiflex POS hardware terminals to increase sales in areas both inside and outside their locations.

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Posiflex Product Line

1. MT4008 hybrid tablet transforms into a compact POS terminal
2. HS Series compact terminal with printer
3. TX Series commercial grade mini-PC
4. XT Series retail ready touch screen terminals

Sources:

1. http://www.nacsonline.com/Media/Press_Releases/2016/Pages/PR041216-2.aspx
2. <http://www.nacsonline.com/Media/daily/pages/nd0416151.aspx>
3. <http://trendwatching.com/trends/10-trends-for-2015/> 4. <http://www.cstoredecisions.com/2016/03/25/moving-forward-pos-tools/>

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