

Discovering new opportunities

Selling next-generation POS systems



EPSON[®]
EXCEED YOUR VISION

Improving the customer experience

Businesses are always looking for ways to enhance the experience for their customers and offer a higher standard of service. By incorporating the right POS solution, businesses can improve their processes to help attract and retain customers as well as building more flexible systems for the future.



Better understand Epson platforms and see the potential value to your customers and prospects – while finding opportunities for them in your accounts and marketplace.

Did you know...?

45%

45% of Europeans consider an omni-channel experience to have a major impact on a brand¹



One in five consumers will leave without buying anything if queues are too long¹



89% of consumers prefer shopping online because it is a more fun and entertaining experience¹



Retailers are set to lose more than half (52%) of their customers if they fail to integrate an omni-channel experience¹



58% of consumers recognise the importance of a personalised shopping experience¹

Supporting a range of requirements

Whether a supermarket, convenience store or a hotel, all businesses have one common goal: to create a memorable customer experience.

Epson's products are developed to help your customers keep up with changing consumer habits in the business environment. Our range of products are innovative, flexible and when it's required are ready to support the latest fiscal regulations.



Convenience stores

- Space-saving POS
- Quick and easy deployment
- Better transaction management at peak times
- Improved customer service
- Energy-efficient solutions



Speciality stores

- Support for real time information across all stores
- Easy integration of new services
- Reduced queuing and waiting times
- Better transaction management at peak times
- Mobile printing for assisted sales
- Support for tablet POS



Hospitality

- Speed of service
- Elimination of queues
- Quick response to menu changes
- Improved customer experience
- Easy integration of new services
- Support for tablet POS



Supermarkets

- Quick and easy deployment
- Improved customer experience
- Reduced queuing and waiting times
- Better transaction management at peak times
- Easy integration of new services
- Stylish and space-saving printers
- Support for tablet POS

Value proposition

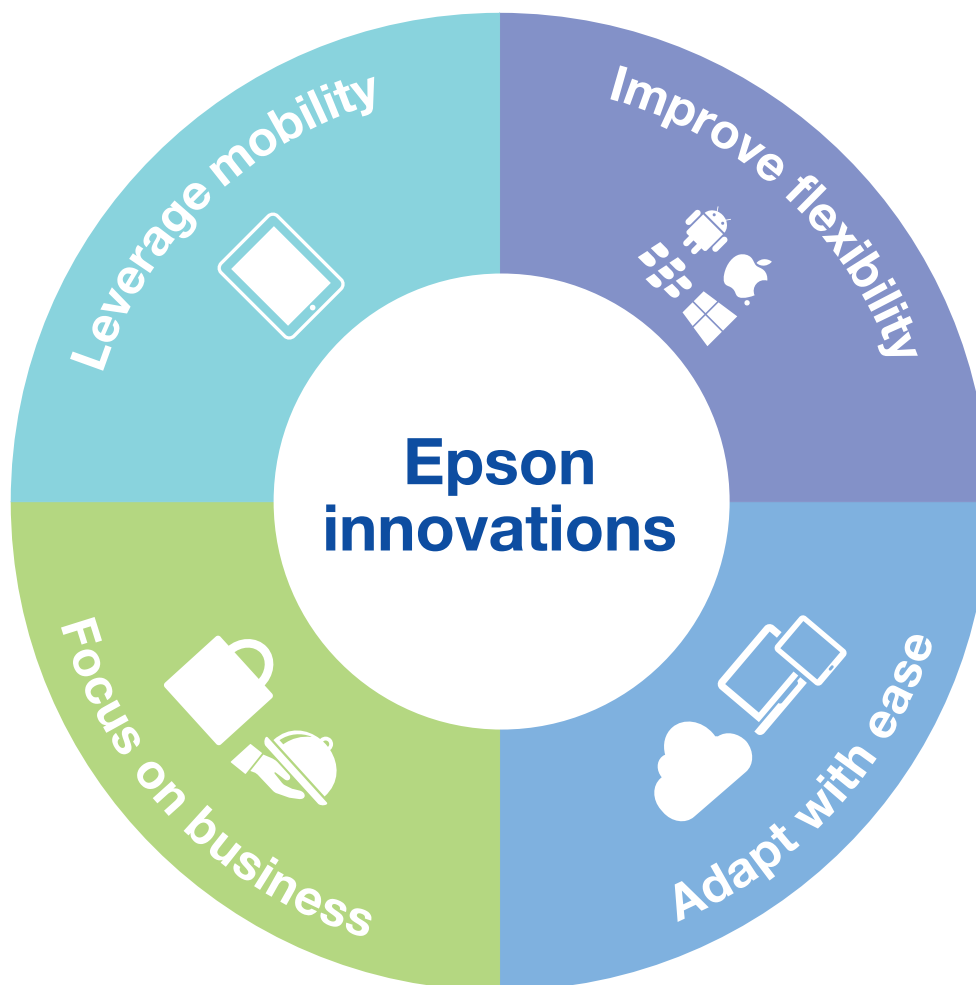
Epson's POS platforms enable businesses to improve their customers' experiences. Whether traditional PC-POS, web or mobile services, Epson has the right solution to help businesses better engage with their customers.

Leverage mobility

- Empower staff and mobilise the workforce
- Enable transactions from tablets and mobile devices
- Detect and print receipts from the nearest POS with beacon technology

Improve flexibility

- Incorporate hardware that's compatible with a wide range of software solutions
- Benefit from Epson's extensive community of Independent Software Vendors (ISVs)



Focus on business

- Select from a broad range of industry-specific products and solutions from our partners to help benefit your business
- Realise the full potential of being a connected business
- Ready to support latest fiscal regulations*

Adapt with ease

- Stay competitive and up-to-date in fast changing business environments
- Integrate with PC-POS, mobile and web-based POS services

*In some countries, it requires a third-party solution

Intelligent products

Mobile printers



Products

TM-P20
TM-P80
TM-P60II and peeler

Features

Leverage mobility, with on-the-move receipt printing that empowers staff
Enable transactions to take place almost anywhere, which is ideal for queue-busting and peak times
Feel reassured with a design that's rugged and resistant

Use case

Ideal for mobile payments in demanding and fast-moving retail environments

Intelligent printers



TM-T88VI
TM-T88VI-iHub
FP-81III and FP-90III
(for fiscal use in Italy)

State-of-the-art POS receipt printers
Advanced features such as printing from both USB and network
Easy to integrate
Control any POS peripheral locally or via the web
Reliable

Ideal for supermarkets, speciality stores, convenience stores, fast food, bars and hotels

Intelligent terminals



TM-T88V-DT
TM-T70II-DT

Keep using your legacy applications thanks to in-built PC
Control any POS peripheral locally or through the web
Provide targeted communications with digital displays

Ideal for high street retailers, speciality stores, small to medium retailers, convenience stores, fast food, restaurants, bars and hotels

Tablet POS printer



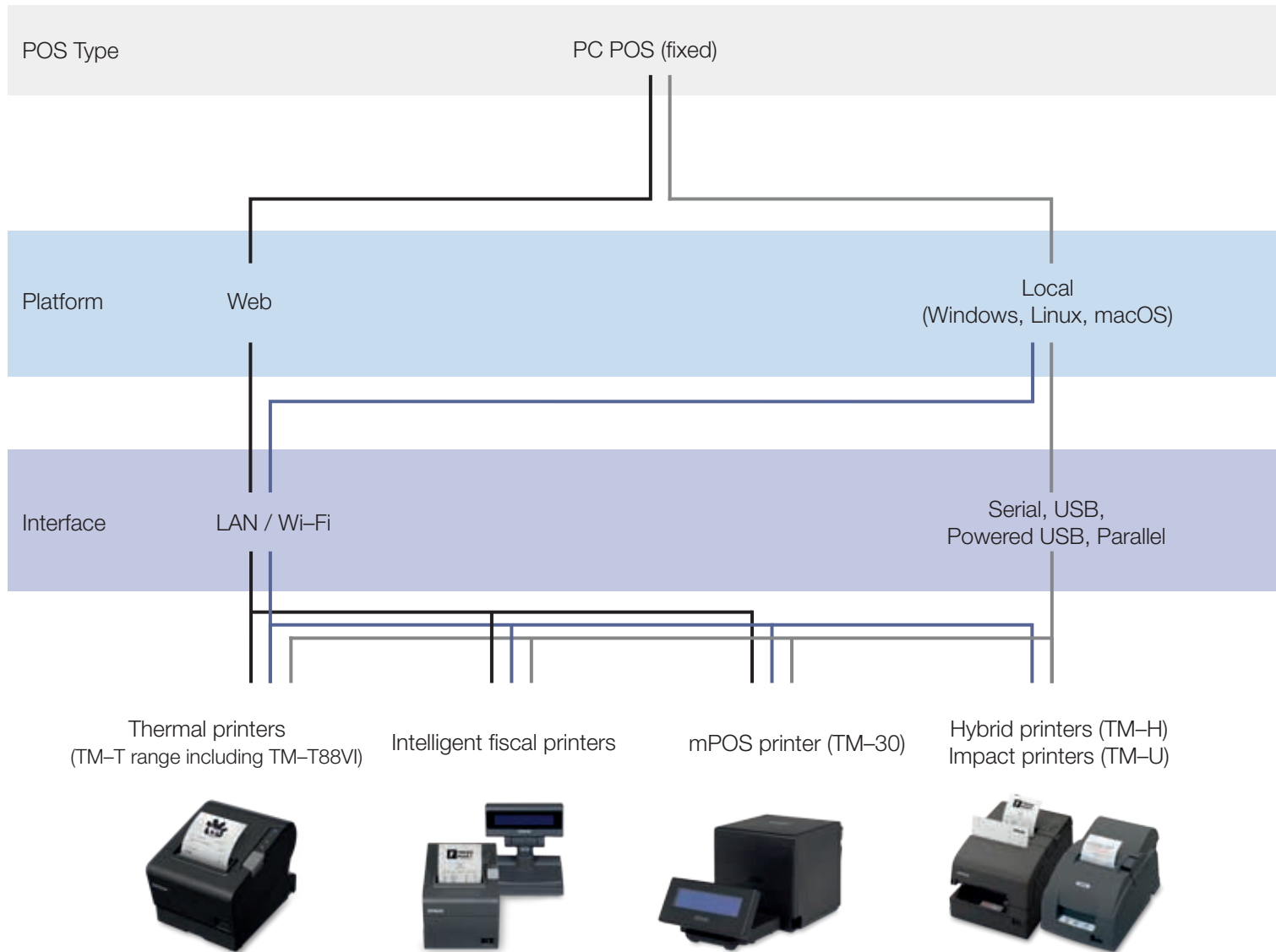
TM-m30

Built for easy connectivity with tablets
Sleek, compact and stylish design
High quality and flexible: can be placed either horizontally or vertically - therefore top load or front load is possible

Ideal for restaurants, bars, pop-up shops and small speciality shops

Find your perfect receipt printer

Which POS printer would suit your requirements best? Choose the type of device you require – PC POS or tablet POS – and then work your way down the corresponding flow chart to find out which product can best meet your needs.



Expand your possibilities

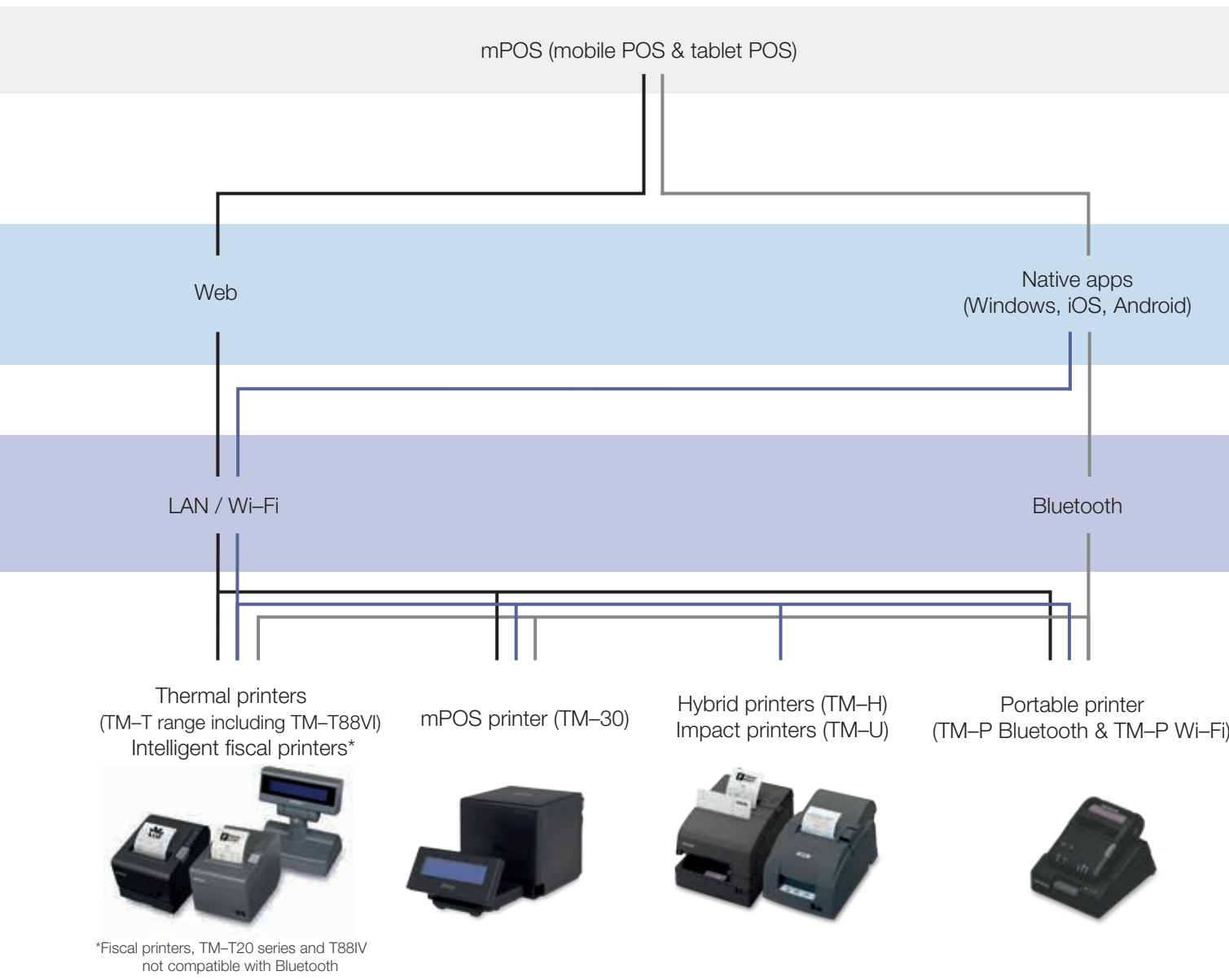
Benefit from a whole range of enhancements and capabilities

Network services

Printing from the cloud²

Co-existence of local (ESC/POS) and network applications (ePOS)³

Secure communication (HTTPS)



Control of peripherals

Cash drawer⁴

Customer display⁵

Barcode scanner⁶

Access fob⁶

Beacon dongle⁶

Keyboard⁷

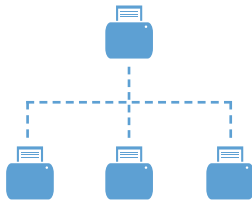
Innovative technologies

Our receipt printers all come with a range of intelligent capabilities to help you print quickly, smartly and securely.



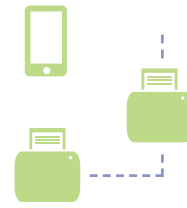
XML Print (ePOS-Print)

Print from web applications and smart devices



Printer Hub

Control multiple TM printers



Spooler and print forwarding

Immediately return print results to the application, and forward print jobs to other printers to share the load



HTTPS communication

Secure communications between the printer and the network



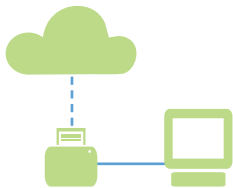
Server Direct Print

Print data from a dedicated web server



Status notification

Monitor the status of the printer to inform a local or web-based server of any operational errors



Co-existence

Print locally (ESC/POS) and from a network (ePOS) in the same printer



Beacon support

Enable smartphones, tablets and other devices to print to the closest printer using beacon localisation technology⁸



NFC support

Communicate between devices using contactless technology, enabling faster device pairing



WLAN security

Secure your wireless LAN connection with the optional OT-WL02 or OT-WL05 dongles⁹



Technology	TM-P20	TM-P60II	TM-P80	TM-m30	TM-T88VI	TM-T88VI -iHub	FP-81II and FP-90II	TM-T88V-DT TM-T70II-DT
XML Print (ePOS Print)	•	•	•	•	•	•	•	•
Printer Hub					•	•	•	•
Spooler and print forwarding					•	•		•
HTTPS communication					•	•	•	•
Server Direct Print					•	•		•
Status notification					•	•		•
Co-existence				•	•	•	•	
Beacon support					•	•		
NFC support	•	•	•	•	•	•		
WLAN security	•	•	•	•	•	•	•	•
Built-in PC								•
Control of POS peripherals						•		•



Range of applications available from our partners

See the full list of available solutions at: www.epson.eu/isv/existing

Personalised offers and promotions

Create customer receipts which include valuable discounts, vouchers, promotions or loyalty points on selected items.



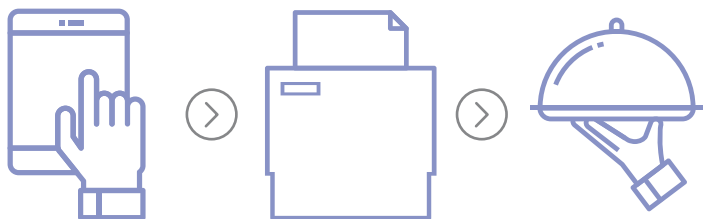
Assisted sales

Epson POS solutions can communicate directly with tablets and mobile devices, meaning sales staff provide technical specifications and information on prices and availability on the go. The transaction can even be completed using a mobile device, away from the POS.



Mobile ordering

Restaurants and cafes can utilise an Epson POS printer with third-party software, which allows their customers to access menus and place their order directly from their smartphone. This will then be automatically printed for the chef in the kitchen.



Food ordering

By simply using a smartphone, tablet or laptop to place an order, an Epson POS printer creates a receipt containing the order to be prepared by the chef and sent out to the customer for delivery or collection.



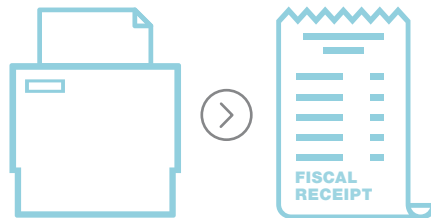
Shop and collect

By integrating our POS printer, customers can browse the stock on-screen using a web-based data server, print off an order ticket and then take it to a different part of the store for collection.



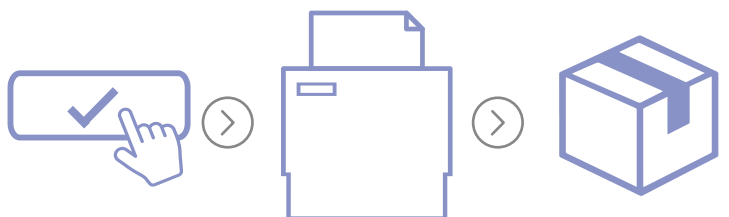
Comply with fiscal regulations

Ensure you remain compliant with regulations with our range of fiscal printers.



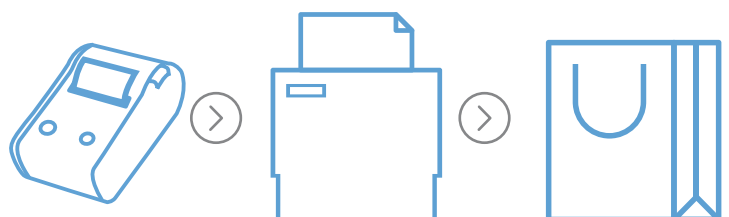
Click and collect

A printer in-store collects the order from a web server and prints out a receipt. The retail assistant packs the order ready for collection, and the customer can come to collect it at an assigned time, or at their leisure.



Queue busting

Our portable POS printers make it easy and quick to complete transactions away from the till at busy times to reduce queue times.



Business benefits

Our POS systems offer benefits and customer-centric experiences beyond just transactions.

Reduce waiting times

Increase transaction rates with devices that offer fast print speeds.

Stay compliant

Our range of fiscal solutions can ensure businesses meet the latest fiscal regulations.

Empower staff

Provide information at their fingertips, allowing staff to advise customers and increase up-selling.

Improve customer engagement

Offer consumers flexible and convenient new ways to engage and interact.

Save on space

Compact, neatly-designed devices will save precious counter space.

Eliminate downtime

Benefit from dependable, reliable and low-maintenance devices.

Keep business moving

Keep staff mobile and reduce queuing at peak times.

Harness tailored solutions

Access a range of applications from our community of Independent Software Vendors (ISVs).



[Learn more](#)

Discover all about our range of platforms, products, materials, case studies and brochures, please visit:

www.epson.eu/epos

[Reducing our environmental impact](#)

We are always working to make sure our retail and hospitality printers are kinder to the environment, find our more:

www.epson.eu/ecopos



Our ISV community

What is the ISV community?

The Epson ISV community gives retailers access to a wide range of authorised third-party applications, compatible with our TM-Intelligent Range. Our objective is to help your customers increase sales, boost efficiency, and manage customer retention using an innovative platform and applications tailored to the requirements of your customers' stores – for ongoing benefits.



Why join the ISV community?

By joining the Epson ISV community, software developers will enjoy a great number of benefits.



Align your brand with a market leader

As the world's number one receipt printer vendor¹, Epson is a great place to start building your reputation as an ISV. Be featured in Epson's promotional materials, and use the program's official trademark to promote yourself as an authorised member of the Epson ISV community.



Attract new customers

Epson's sales force will refer you and your applications to customers, communicating product information directly to the end-user, and building a strong foundation for your application and brand.



Stay at the cutting edge

Participate in future developments, including the opportunity to take part in our Developers Program (beta), to keep your applications up-to-date, and continue to serve customers seamlessly.

How do I find out more?

Visit: www.epson.eu/isv

For technical support and additional product information, including driver download, utilities, and manuals for Epson POS products, please visit:

www.epson-biz.com

1. Interconnection Consulting, 2013
2. TM-T88VI and Intelligent Fiscal Printers
3. TM-T88VI, TM-m30 and Intelligent Fiscal Printers
4. Sold separately, can be connected to all printers, except portable printers
5. Sold separately, can be connected to TM-T88VI, TM-m30 and Intelligent Fiscal Printers

6. Sold separately, can be connected to TM-T88VI
7. Sold separately, can be connected to TM-T88VI and Intelligent Fiscal Printers
8. Beacon dongle required
9. Supports WEP (64/128), WPA-PSK, WPA2-PSK and WPA2-Enterprise

For further information please contact your local Epson office or visit www.epson-europe.com

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