

## NEWS RELEASE

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### **ELO REIMAGINES POINT OF SALE WITH NEW E-SERIES AND X-SERIES TOUCH COMPUTERS**

#### **Style, Performance, Value, and Durability Provided at Every Investment Level.**

Milpitas, California — January 12, 2015 — Elo Touch Solutions (Elo), original inventors of the touchscreen, today announced availability of the new [E-Series](#) and [X-Series](#) all in one touch computers purpose-built for point of sale (POS) applications. Restaurants and retailers can integrate the affordable, award-winning design style of the Elo E-Series to improve their customer and shopper experience. The Elo X-Series delivers scalable performance, modern style, and modularity designed for easy serviceability. Contactless payments such as [Apple Pay™](#) and Google Wallet™ are supported through an optional NFC module. Existing investments in software infrastructure and back-office integrations are protected, while the thin, clean, modern look aligns with innovative interior designs and in-store experiences. Both the X-Series and E-Series feature Elo's patented [IntelliTouch® Zero Bezel](#) true flat glass surface acoustic wave touch technology.

“Elo continues to reimagine point of sale to ensure it looks as good as it works. The affordable E-Series and adaptive X-Series reinforce our reputation for reliability,” said Craig Witsoe, CEO Elo Touch Solutions. “Point of sale has never been more exciting with new ways to reward loyalty, engage shoppers, accept new forms of payment, and ensure fast customer service.”

Elo's newest touchcomputer for hospitality environments packs POS computing and connectivity into a sleek, space-saving design that makes a great impression for guests and shoppers. The new Elo 15E2 features a 15-inch 16:9 wide aspect ratio touch screen and is powered by an Intel® Celeron® dual-core processor with 2GB memory and 320GB of storage. Available touch screen technologies include AccuTouch® micro-bezel resistive and IntelliTouch ZB edge-to-edge flat glass surface acoustic wave. Built to withstand the rigors of retail environments, connectivity to POS peripherals is provided via four USB, two RS-232 serial and a secondary video connection for a customer-facing display.

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The Elo X-Series offers 15-inch or 17-inch 4:3 standard aspect ratio touch screens powered by 4<sup>th</sup> generation Intel® Core™ i3 / i5 / i7 or Intel Celeron processors. Available touch screen technologies include AccuTouch® micro-bezel resistive, IntelliTouch surface acoustic wave (SAW), IntelliTouch ZB edge-to-edge flat glass surface acoustic wave, and [IntelliTouch Pro](#) projected capacitive (PCAP). Memory is configurable from 2GB to 16GB and storage options include 64GB / 128GB solid state drives or 320GB to 1 Terabyte hard disk drives. Ruggedized to survive the rigors of retail, connectivity to POS peripherals is provided via multiple RS-232 serial ports, cash drawer port, powered USB, USB, and LAN connections. Multiple mounting options and support for customer-facing displays ensure easy integration into a broad array of retail furniture and fixtures.

Elo is demonstrating the E-Series and X-Series in Booth #3634 at the National Retail Federation NRF15 EXPO being held 11-13 January 2015, at the Jacob K. Javits Convention Center in New York.

The Elo E-Series 15E2 is available in 30 days with pricing starting at \$795. The Elo X-Series is available in 90 days with pricing starting at \$1,095. Live and friendly help is always available from the Elo global customer service centers and Elo's local networks of experienced resellers. For more information, please visit [www.elotouchpos.com](http://www.elotouchpos.com).

### **About Elo Touch Solutions**

40 years ago we invented the touchscreen. Today we are re-inventing how you use them to shop, pay, work and play. A global leader with 20+ million retail and hospitality installations in 80+ countries around the world, our products are designed in California and built to last – backed by a 3 year standard warranty. The Elo touch experience has consistently stood for quality, reliability and innovation. Elo intellectual property is protected by a number of patent, trademark and design registrations globally. Call us at 800-ELO-TOUCH or visit us on the web at [www.elotouch.com](http://www.elotouch.com).

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