

Press Release  
For immediate use

## **TOSHIBA TEC Launches Comprehensive Program Of Newly Designed Self Service Kiosk Solutions**

*“Touch the Difference Today” with customized Kiosk design team at your service*

TOKYO/BRUSSELS, February 2012 – TOSHIBA TEC has launched an innovative new series of [Kiosk solutions](#) to deliver the most accurate and up-to-date information to retail customers in an accessible manner.

The delivery of timely personalized information is what makes customers decide if they will return to the shop (or not). And they want personalized information either through their smart phones or through self service Kiosk-based information and payment terminals.

To deliver this new customer demand, Toshiba TEC is set up:

- To enable to deliver a superior user experience
- To deliver value-added services to better meet needs of consumers and business partners.
- To enable retailers to establish revenue-building content platforms

[Toshiba's self service Kiosk](#) will be used by retailers to support the secure delivery of any content, to any device, in any location, from a single, open IP delivery platform.

Toshiba is firmly set to help create [360-degree](#) experiences so that users can navigate and move across platforms and feel and touch retail brands in a seamless manner, whether broadband, mobile or other.

Toshiba TEC's strategic position is to help retailers build critical mass with their food and non-food brands in their respective priority markets – and extending them across different platforms so as to broaden their offerings both in terms of depth and width.

[Self service Kiosk solutions](#) dramatically reduce queuing times for customers so they receive better service. Customers also perceive the actual check-out time to be quicker when they are in charge of the process themselves, and many customers find this empowerment beneficial because they check themselves that any promotional offers are being registered at the till, and can scan items at their own speed.

Self-service is also a highly effective way to deliver a better sense of privacy to a customer, which is very beneficial in privacy contexts like healthcare, where a customer might not wish to discuss their needs with a member of staff, but would rather help themselves at a Kiosk. Kiosks also enable staff to be redeployed so they can help customers more effectively when they need more specialized assistance.

## **TOSHIBA CUSTOMER SUCCESS:**

### ***Cineplex and Kinopolis in Germany upgraded customer service with Toshiba payment kiosk solution***

Cineplex Deutschland GmbH & Co. KG and KINOPOLIS-Gruppe have selected a bespoke series of TOSHIBA TEC 17" touch screen kiosk systems from COMPESO GmbH to bring moviegoers the latest information about current movies and the corresponding theater as well as their personalised seating number. Guests can also buy and instantly print their ticket through the integrated printer solution inside the kiosk.

All kiosk systems are equipped with an EFT pin pad as well as a magnetic card reader to allow for cashless payment with both debit and credit cards. Guests who have ordered tickets online prior to arriving at the movie theatre, can call up their order at the kiosk and print out their movie tickets to save on time waiting in the queue at the cashier desk.

"A financially viable ticketing system with secure component availability and a top quality maintenance service concept were the strict criteria in our search for new ticketing kiosks," Andreas Welp, IT Director KINOPOLIS Gruppe said. "Toshiba TEC offered the best package deal and proved to master the strongest professional and operational set up that address the specific needs for Cineplex and KINOPOLIS. The successful integration with COMPESO WinTicket software was another key performance indicator that showed us we made the right choice."

"Cineplex and KINOPOLIS, which have worked with us for a good number of years now, had been searching for quite a while for a bespoke kiosk system that would meet their very specific requirements," Harald Paulus, CEO COMPESO. "We found in Toshiba TEC a new partner able to provide a strong yet flexible solution that meets all the customer's requirements. We are now able to offer theater companies a state of the art kiosk terminal with cashless payment services built in. Toshiba TEC is also the only vendor partner that has the capability to offer a combination of both hardware and services."

## **About TOSHIBA TEC CORPORATION**

TOSHIBA TEC CORPORATION is engaged in the digital product business of the TOSHIBA group. Expanding its operations worldwide, the range of products includes POS (Point of Sales) systems for the retail industry, in particular keeping the top market share in Japan, Barcode printing and RFID (Radio Frequency Identification) system for the manufacturing, logistics and retail industries, and MFP (Multi-function Peripheral) for office use. TOSHIBA TEC keeps creating products at all times for efficient business processes and innovating new value with customers in mind.

## **For further press information please contact:**

*Jason Pang*  
*POS Product & Marketing Manager*  
*Toshiba TEC Australia*  
*Email: [jpang@toshibatec.com.au](mailto:jpang@toshibatec.com.au)*  
*Tel: +61 2 8845 6211*  
*Mob: 0413872712*