

Press Release  
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## Toshiba TEC Australia Launches new Retail POS Terminals

**SYDNEY – April 2009** – Toshiba TEC Australia has today announced the launch of one of the company's most eagerly anticipated Retail POS Systems – the TOSHIBA WILLPOS B20 POS terminal.

Direct from the Toshiba experts, the WILLPOS B20 is a compact, energy saving and yet powerful POS engine. It is specifically designed to reduce environmental impact through the clever use of the energy efficient processor. The low-energy consumption Intel Celeron<sup>®</sup>M processor gives top-notch POS performance whilst reducing running costs and CO<sup>2</sup> emissions. Tests show the WILLPOS B20 uses 49% less energy than its predecessor, the ST-7000, yet it is an incredible 76% more powerful.

According to Toshiba TEC Australia Managing Director Brendan Trewartha, the WILLPOS B20 is energy efficient, sophisticated and yet very simple to use and maintain.

"The use of the energy saving Intel Celeron<sup>®</sup>M processor in the WILLPOS B20 guarantees a long life span in its retail environment usage. Added to its security features, the WILLPOS B20 has RAID mirroring options and SNMP functionality." Mr Trewartha states. "By focusing on the needs of the retailers, we have developed a system that is cost effective to maintain over a period of time and importantly able to reduce the total cost of ownership over time"

Developed and produced at Toshiba TEC's state of the art facility in Singapore, the new generation WILLPOS B20 has several key features:

- **Servicing Innovation:** With its front and back tool-less "slide-out" design, servicing the WILLPOS B20 is quick and effortless, taking downtime to an absolute minimum and further reducing the total cost of ownership. It is now possible to remove the hard disk, motherboard and power supply without having to detach any peripherals from the connectors.
- **Enhanced Functionality:** The WILLPOS B20 has a unique 7-segment fully lit LED front display which provides a quick reference to its operational status, sending instant information on activity, status or diagnostics.
- **Superior Connectivity:** The WILLPOS B20 offers superior connectivity, not only providing full support for legacy peripherals but uniquely future-proofed for innovative new options.
- **Green Machine:** Designed with Toshiba TEC's strict ecological policies in mind, the usage of WILLPOS B20 benefits both the environment as well its end users through the usage of recyclable chromium-free metal, recyclable halogen-free plastic and recyclable paper product packaging. It is designed and built for a long product life cycle.

Adding to the WILLPOS B20's green credentials, is the corporate value of Toshiba TEC's direction on technology sustainability "The new WILLPOS B20 matches the unique needs of the eco-friendly Australian retailers who are beginning to realise the importance of sustainable technology they use at their workplace." Mr Trewartha continued.

"Toshiba TEC has a long history of manufacturing and supplying cash registers and POS in the retail market. We are very mindful of our environmental impact of our machines to the environment and developed our new range of WILLPOS machines with strict ecological conscious. The new WILLPOS B20 will offer a powerful advantage across a variety of competitive retail markets."

The new WILLPOS B20 Retail POS Systems will be available in Australia market from July 2009.

## **About Toshiba TEC Australia**

Toshiba TEC Australia is a wholly own subsidiary of the TOSHIBA TEC CORPORATION (Japan). Toshiba TEC Australia manages product planning, marketing, sales, service support and distribution of point of sale systems, cash registers, scales, barcode RFID printers, peripherals and software information systems throughout Australia and New Zealand markets. As a total solution provider, Toshiba TEC Australia offers a complete package from consulting and system design to system installation, operation and maintenance.

## **About TOSHIBA TEC CORPORATION (Japan)**

TOSHIBA TEC CORPORATION is an independent operating company of Toshiba Corporation, the sixth largest electronics/electrical equipment company and the world's 72nd largest company in terms of sales. Ranked by Fortune magazine as the 7th Most Admired Electronics Company in the World, Toshiba Corporation is a world leader in high technology products with more than 300 major subsidiaries and affiliates worldwide.

For further press information please contact:

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