

PRESS RELEASE

For Immediate Release:

**TOSHIBA TEC introduces ST-A10 Touch POS Terminal
for the Australian Hospitality Market**

Sydney, December 2007 - TOSHIBA TEC has announced the launch of the new POS terminal that has a good look to match its technological abilities. Highlights of the ST-A10 includes an innovative and compact design incorporating a small foot print ideal for the hospitality market, easy access for maintenance with screw less cover, and an environmentally-friendly power consumption CPU. It is also priced very competitively against competing brands.



As a global manufacturer, TOSHIBA TEC designs, develops and manufactures a diverse POS product range in-house to fulfill the needs for state of the art POS solutions in demanding retail and hospitality environments worldwide.

TOSHIBA TEC Australia Managing Director Brendan Trewartha said "Toshiba is now able to supply affordable / high quality POS equipment for other markets beyond grocery. We have big plans for the POS market in Australia and by introducing an expanded range of competitive products, we will be investing heavily with our partners to expand our market share together."

The ST-A10 Touch POS has benefited from the expertise of the TOSHIBA TEC Design Centre under the direction of Takuro Masuda providing:

- Easy maintenance through click release components
- Ultra-small footprint
- Smart ergonomic design
- High reliability through legendary TOSHIBA TEC quality
- Low-power chipset ensures efficient energy consumption
- Sealed to protect against water and dust intrusion in harsh working environments
- 2007 Good Design Award (Japan)
- The stylish black ST-A10 with its sleek vertical vents, has an ergonomic design attractive to both the operator and more importantly, the customer.

With the launch of the ST-A10, TOSHIBA TEC will be introducing various POS software solutions for the hospitality industry.

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. Fiscal year revenue in 2006 was over \$60 billion.

For more information on TOSHIBA TEC point of sale systems, cash registers, scales, barcode printers, peripherals and software information systems, or for a dealer in your area, call +61 2 8845 6200 or visit the TOSHIBA TEC Australia web site at www.toshibatec.com.au

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