

“Print It And Stick It” Capability Is Truly Revolutionary

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TransAct Technologies Incorporated, the leading producer of transaction-based printers for customers worldwide, recently introduced the new Ithaca® 8000 high-speed thermal printer. A sneak peek of the Ithaca® 8000 thermal printer was previewed recently at the National Restaurant Association Show and was well received by customers. Access the complete story.



As a follow-up to the story, I contacted TransAct Technologies and was able to discuss the new Ithaca 8000 a little further with **Scott Carter, the senior vice president of Global POS and Banking at TransAct**. Prior to joining TransAct, Carter was president of Financial Matrix, a software company providing data-mining solutions to retail banks. He also held various executive positions at MasterCard international, where for 10 years he managed retail relationships across North America.



Question: What sort of applications have you seen or do you see the Ithaca 8000 being applied to? What is the concept behind offering this dual purpose printer?

Answer: Most discussions to-date have been around food-service. Drive-thru and take-out bags today typically have the receipt dropped in with the food. Some companies tape the receipt on the outside of the bag, or use a separate sticker to hold it. The 8000 allows the receipt to go right on the bag quickly and easily. The food-service uses include the grill or prep area. About 30% of customer orders include an "exception" such as extra pickles or no onions. These sandwiches are made on the spot and labeled so the counter staff can identify them.

The original idea behind the 8000 was to create a printer that could print on regular thermal paper on the front counter, and in the event of a grill printer failure, be brought to the back and loaded with linerless paper. This gives the restaurant printer redundancy and the knowledge that they can continue operating even in the event of a printer failure. Other possible uses that have been identified are photo lab pickup, pharmacy pickup, video and DVD rentals, and libraries.

However, the uses are only limited by our customer's imagination.

Q. While previewing the Ithaca 8000 at the National Restaurant Association Show, what kind of feedback did you receive from attendees?

A. Everybody who saw the 8000 was impressed and immediately began discussing how they would use it: directions for pizza deliveries, showing prepared dates on frozen meal items, on-receipt coupons which can be stuck on the refrigerator until next visit, etc. We have a long list of prospects to follow up on.

Q. Outside of the linerless labels function, what are some of the benefits a retailer can expect from integrating Ithaca 8000 printers?

A. The 8000 shares all of the product benefits as our industry-leading thermal printers: Internal power supply to simplify cabling and prevent printer damage from mopping and cleaning; Oversized 4" paper roll, providing twice the paper as a 3" roll, cutting operator intervention in half; vertically mounted main controller board, eliminating spill-related outages; and a bumper-to-bumper two year warranty, with service provided by the same people who built the printer.

Q. What standard features are available with the Ithaca 8000? What support/service is available with the printer?

A. In addition to the features listed above, the 8000 is available with serial or parallel interface standard, USB or Ethernet interface optional; all necessary emulations to plug-and-play with

virtually any POS software package; and expert technical support both during implementation and after installation. In addition to the standard 2 year warranty, a variety of extended warranties and custom designed service plans are available through our TransAct Services Group.

Q. How does Transact Technologies meet the critical and distinct requirements of each retailer it services?

A. We do things that many printer companies don't: we watch, listen, and learn. We spend time in each retail or hospitality environment to see exactly how clerks and crew interact with our printers. Many of our unique design features, like spill resistance and hinge durability, came out of an understanding of just how much abuse our printers take. We also customize our configurations directly to the customers needs. Each software installation has unique requirements.

Rather than force a customer to adapt their software to our printer, we build a configuration that works for them, and preload it in the printer during assembly. It comes to them and works out of the box. We have a database of thousands of configurations, each one meeting the special needs of the customer.

Q. What steps can a retailer expect from Transact Technologies when evaluating POS solution?

A. We provide unprecedented pre-sale support. We have technical engineers who are expert in finding the right software/hardware solution for a customer. We don't hesitate to go onsite, even if the opportunity may seem small to others. Many of our long-term loyal customers will say it was our support, not price, that won them over to Ithaca. That being said, we are also usually less expensive than our competition.