



News Advisory

HP Announces HP ElitePad Mobile Point of Sale Solution

New retail solution allows businesses to deliver a personalized and simplified shopping experience

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PALO ALTO, Calif., June 10, 2013 — HP today announced the HP ElitePad Mobile Point of Sale (POS) Solution, a POS device that helps retail and hospitality businesses enhance the customer experience and maximize staff productivity.

With the rise of sophisticated ecommerce and mobile technologies, today's tech-savvy consumers expect instant, customized access to a brand's offerings. However, delivering this type of personalized experience can be challenging for brick-and-mortar businesses. To address this, 57 percent of retailers plan to implement tablets in their store in the next 12-36 months, citing consumer engagement as the top priority.⁽¹⁾

The HP ElitePad Mobile POS Solution, which is composed of the HP ElitePad⁽²⁾ plus the HP Retail Jacket for ElitePad, allows businesses to meet customer needs anywhere in the store with mobile POS and assisted selling capabilities. The new mobile solution integrates into a retailer's existing IT infrastructure, saving time and money by allowing them to easily connect to store systems.

"Consumers expect the same personalized experience they get online or on their mobile device in a retailer's brick-and-mortar store," said Ray Carlin, vice president and general manager, Retail Solutions, HP. "With the HP ElitePad Mobile POS Solution, store managers and associates are empowered to move the sale from behind the counter, giving them the ability to assist the customer right on the sales floor for immediate customer satisfaction."

Built-in functionality of HP ElitePad Mobile POS Solution includes:

- 1D/2D barcode scanner and three-track encrypted bi-directional magnetic stripe reader (MSR) for a fully integrated design with built-in POS functionality. Companies can more easily engage customers on the sales floor with mobile sales tools designed to inform and sell.
- Integrated detachable hand strap provides enhanced stability and usability. The hand strap comes standard with every unit to steady the mobile POS so employees can focus on sales without worrying about grip fatigue.

- The optional secondary battery enables the mobile solution to operate for extended hours to increase productivity and help make the most of every sales opportunity.

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(1) RIS News Study, "Tablets on the Rise," March 2013.

(2) The integrated display resolution of this system is below the threshold for snapping apps, a new feature that allows two Windows® apps to be viewed simultaneously side by side. This feature may be enabled by attaching an external display which supports a screen resolution of 1,366 x 768 or higher. Not all features are available in all editions of Windows 8. Systems may require upgraded and/or separately purchased hardware, drivers and/or software to take full advantage of Windows 8 functionality. Additional information is available at www.microsoft.com

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