



## **New Technology Brings A New Generation**

**Building an eco-friendly terminal that provides high graphical capability by using advanced chipsets in media applications is a novel challenge for POS manufacturers.**

Software has responded to market demands and shown great progress by developing vertical market-specific operating systems, such as Embedded Windows 7 and POS Ready 2009 just released by the leading software giants Microsoft. This progress has forced POS manufacturers to consider the evolution of POS technology, utilizing the capabilities of advanced CPUs, reducing power consumption and operating temperature to be eco-friendly to our environment.

Intel M chipsets running at 1GHz, 1.5GHz, 1.86GHz and Intel Core 2 Duo devices running at 2.16GHz are popular nowadays for POS applications and have almost become a market standard as common controllers of fan-free POS terminals. The full-function point-of-service terminal tasks are performed easily, as these processors are also used in systems specific to the fine fashion industry, the gaming and animation industries that provide more complex performance to display luxury clothing, to present character facial details or to broadcast interactive films. "Upgrading from Intel M CPUs to higher specifications such as 2.0GHz in POS terminals is becoming a good solution for the POS industry to give high graphics performance and meet the demands for both speed and low cost." said Posiflex President Owen Chen, who has been leading POS manufacturers to technology innovations for nearly 20 years.

Narrowing the technology gap between CPU chipset designers and POS hardware manufacturers is the challenge that Posiflex had set themselves. As a key industry

player, they regard it as a vital mission to consistently pursue technology breakthroughs in power consumption and temperature reduction in their Posiflex KS Series of POS terminals. These two significant factors have helped them to succeed in the creation of a series of fan-free POS terminals using Intel M1.5GHz and faster CPU chipsets. Ignoring the frustrating failures and discouraging moments during the development process, Posiflex eventually came up with some unique design concepts applied to the motherboard layout and component placement with a patented mechanical construction. This remarkable accomplishment, consisting of vertical aluminum fin ventilators on top of the components and natural air ventilation to successfully guide heat out of the terminal, overcame the operating temperature challenges.

Over decades of developments in POS-related products, Posiflex has become fully aware of the importance of system reliability, compatibility and durability, no matter how POS technology progresses and software becomes more complex. In partnership with suppliers around the globe, Posiflex is able to quickly provide leading-edge solutions to all customers. There is a movement within the POS industry to get all manufacturers to start the forward development projection of operation platforms right from the initial hardware development stage. This minimizes the software load but greatly enhances the total performance. The manufacturers that successfully implement this philosophy will be obvious in the next generation of POS technology!

