

**PRESS RELEASE**  
**October 8<sup>th</sup>, 2017**

## ***SILK, unquestionably the fastest and the most compact ANDROID PC POS, with an innovative and refined design.***

Parma, 19<sup>th</sup> September 2017. CUSTOM, International leader in supplying solutions for printing and scanning, has just announced the launch of SILK, the new ANDROID PC POS that offers Retail and Ho.Re.Ca. sectors high performances without compromising the design.

The result is the immediate improvement in every step of sales and purchases through a huge 13.3'' or 15.6'' display, an handy customer display, and a refined base that meets the most complex needs of the modern and essential design. The new PC POS of Custom Group was developed with the aim of supporting in the best way the new PosA software, that represents the integrated "best seller" in the business projects of the stores in the Retail, by creating the chance of having an interface for the sales data analysis for a better management of the performances. An innovative technology that reduces the amount of the space needed and in the mean time improves the efficiency of the cash point, by optimizing the timing related to work and sales, and therefore of the shopping experience too. SILK represents "the first choice" in a portfolio of solutions that will help the Retail in all the steps of the sales process, ensuring the possibility of avoiding any compromise for having simultaneously a performing product, stylish and compact.

SILK is in the core of the strategy of Custom Group for offering solutions on the basis of specific needs expressed by the market; a product with unique and superior performances. At present, Custom cash point solutions are a point of reference on an international scale, offering a huge range of products for the automation of services to the public in more than 56 countries in the world.

*Without knowing it, everybody meets Custom Group Italian Technology very often during the daily life: a receipt, a ticket, at the cash desk in the bar, at the supermarket, at the ATM for a withdrawal, at the parking meter while paying the parking for the car, the train ticket, a receipt while playing at lotteries or gambling, while paying a slip, a cinema ticket, at the theater, at the museum, etc. **Custom is always there, and it offers hardware, software and service solutions.*** Custom Group, with 25 years of business among goals and innovations, is a point of reference on an international scale in designing and manufacturing mechatronic solutions for printing and scanning, offering a wide range of products for the automation of services to the public in more than 56 countries in the world.

### **WHO WE ARE**

*Founded in Parma in 1992 by Carlo Stradi and Alberto Campanini, it has arrived at 25 activity years among successes and innovations. The company is today a landmark at international level on design and implementation of printing and scanning mechatronic solutions, offering a wide range of products for "services to the public" automation. 6 B.U. in vertical markets for a strategic activities diversification:*

**AVIATION** Boarding pass & baggage Tags (printers and scanners)

**B2C** Phones, Smartphones and App

**GLB** Gaming, Lottery & Betting (printers and scanners)

**POS / RETAIL** PcPos & Cash registers (fiscal and not fiscal markets)

**SELF - SERVICE / INDUSTRIAL** Professional devices (printers and scanners)

**TICKETING** Automation for Events, Transport and Parking

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## NEW ULTRA SLIM ANDROID PC POS WITH TRUE FLAT PROJECT CAPACITIVE TOUCH DISPLAY

### FEATURES

Processor (CPU) **RK3288 Quad-core A17, 1.8GHz**

System Memory (RAM) **2GB DDRIII**

SSD **8GB Flash storage**

OS **Android 5.1**

Display **13.3" TFT LED, 16:9 Brightness: 350-400cd/m2**

Display resolution **1920x1080**

Touch screen **P-capacitive touch screen**

Hardness **6H**

Backlight **15000H**

Wi-Fi: standard 802.11 b/g/n 2.4G single channels

### I/O PORTS

USB **6**

COM **1 RJ45 COM**

LAN **1**

Drawer (RJ11) **1**

MicroSD slot **1**

### OPTIONAL

**Bluetooth**

### ACCESSORIES

Magnetic and chip card reader

VGA no touch customer monitor

SILK is available also with 15.6" display

PosA app is installed, ideal for restaurants, public establishments, tobacco shops and many other working environments.



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