

**PRESS RELEASE****Date: 04/02/16****Ref: CSE494**

## **Add style and speed to sales transactions with Citizen's new ultra-fast POS printer**

Citizen Systems Europe's new CT-S251 POS printer combines style with efficiency, providing flawless 2-inch wide prints at ultra-fast speed, from a compact model. Designed specially for high-end retail and hospitality businesses, with aesthetics and ease of use front of mind, the CT-S251 helps to ensure a seamless sales transaction and smooth customer experience.

Receipts, coupons, daily reports and more can be produced fast and error-free with the CT-S251, which prints at a phenomenal speed of up to 300mm per second, helping to reduce waiting times and queues. Business managers can also benefit from additional flexibility when choosing where to position points of sale (POS) or mobile points of sale (mPOS), thanks to the CT-S251's extensive connectivity options. This includes the choice to connect via USB, Serial and Ethernet outputs as well as wireless 'Made for iPhone/iPod/iPad (MFi) Bluetooth and Wi-Fi. The printer also ensures easy integration with POS systems and is fully compatible with iOS, Android and Windows mobile devices.

"In today's highly competitive market, the environment within shops, bars and restaurants is more important than ever. To compete with growing online sales, bricks and mortar based retailers require stylish technology solutions that have a direct impact on maximising store appeal and delivering a first-class customer experience. The CT-S251 is the first printer which does exactly that," says Jörk Schüßler, European Marketing Manager at Citizen.

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"The CT-S251 printer delivers on no less than five areas which are key to optimising sales and service environments: style; agility; speed; reliability and ease of use. With a sleek design that perfectly suits smart and trendy environments, a small footprint and extensive connectivity options, it is a must-have for any POS counter. It also represents the future of our POS printers, which will combine sophisticated, attractive looks with best in class functionality and the high quality that Citizen is globally renowned for."

The space saving CT-S251 features a minimal footprint and front exit. Designed to be the same height as average cash drawers, it fits seamlessly alongside other POS hardware and connects directly to cash drawers, helping busy staff to keep transaction points clutter free and tidy. Suitable for a broad range of modern retail and hospitality environments, including restaurants and boutiques, the CT-S251 is available in a choice of two popular and eye-catching colours: black or pure white.

For further information on the new CT-S251 and its benefits, please contact Citizen's regional representatives.