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Superior performance and reliability with dynamic functionality

The Citizen CT-S4500: Cost-Effective 4-Inch POS Printing with Perfect Document Scaling

Compact, functional & stylish design with market-leading print speed

Say goodbye to inefficient laser printing as global specialist printer manufacturer, Citizen Systems, announces the all-new **CT-S4500 POS thermal printer**. A new and improved POS printer that's been designed to serve across multiple applications, with compression driver as standard, the CT-S4500 delivers outstanding economy, printing receipts and labels up to 4-inches wide faster than any other machine in the current POS market.

Implementing Citizens rich heritage in printing innovation and manufacturing excellence, the new CT-S4500 brings a new standard to POS printing with its ability to scale down large A4 multi-column documents, for those who need more columns per line, into perfect prints on **4" receipt paper and labels**. A feature that's automatically delivered by the printer's standard **compression driver**, this function will deliver convenience and print economy for car rental, betting/gaming, DIY/retail, hospitality and pharmacy businesses.

The **flat-top, front exit design**, a first in Citizen's 4" POS range, makes the new printer an excellent choice for the hospitality sector as well as making it ideal for integration with kiosks and self-service terminals. Additionally, the CT-S4500's small footprint and ability to produce quality prints with thicker, luxurious media will appeal to high-end retailers, such as jewellery and designer clothing stores. Furthermore, there will be a label printing version of the CT-S4500 available for ultimate versatility.

Available in **black** or **white** the CT-S4500 offers ultra-modern aesthetics, making it ideal to fit in with a wide range of working environments. Its supreme performance is designed to withstand daily use, supporting the brand's reputation of reliability within Citizen's 4" POS printer range. The printer's thermal head offers multiples benefits, whilst saving precious time and money without the need to warm up and without the need for toner or ink, (as is typical with laser printers). By printing instantly onto its media, with lower running costs, and delivering 203 dpi prints at market-leading speeds of 200mm/sec, it can replace standard workspace laser printers.

Couple these prominent functions with silent, pollution-free operation and a minimal, **space-saving footprint**, the new CT-S4500 from Citizen is the perfect solution for businesses looking for the ultimate POS printing partner that can do more than just print receipts.

Citizen's newest POS printer comes with full hardware and software connectivity. Standard USB connectivity is supported by an adaptable range of optional interfaces including Wi-Fi, Ethernet, Serial or Bluetooth, making it simple to integrate into existing POS systems. Comprehensive software compatibility includes Windows drivers, Mac OS X, Linux CUPS and SDKs for iOS, Android and Windows Mobile as well as industry-standard ESC/POS™® emulation. Using the ESC/POS commands or a Windows driver, the CT-S4500 can print labels without the need for the complexity of traditional label printers. This allows users to adopt systems which may be more familiar to them.

The new printer boasts USB charging, meaning it can charge secondary devices such as tablets or scanners and also comes equipped with a full and partial guillotine cutter with a paper saving function for efficient use of media along with label gap and black mark sensors, which are ideal for ticketing and label applications.

The new CT-S4500 from Citizen is an ideal POS printing solution for a wide range of commercial environments, producing a variety of printing options with sleek style, practicality and reliability.

Jörk Schüßler, Marketing Director EMEA at Citizen Systems Europe, said: "Citizen prides itself on its strength in the POS printer industry and the CT-S4500 reinforces this point without question. Thanks to its compression driver, the new printer's versatility pushes it further ahead of anything else in the current market. We are confident that we have managed to improve upon the hugely successful and trusted CT-S4000. We strive for innovation every day and this new printer stands as a significant development for Citizen, our valued customers and for the market as a whole."

Visit the Citizen Systems website to learn more about the new CT-S4500

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About Citizen Systems Europe

Citizen Systems Europe is a wholly-owned subsidiary of the Japanese Citizen Group. Recognised and respected for its high level of experience in advanced technology and innovative solutions, Citizen is famous for its watches, printers, machinery and electronic products.

Since 1964, Citizen Systems has been the brand of choice for printers worldwide, providing a wide range of top-line industrial printing solutions that modernise the business operations of many industries, including logistics, retail, manufacturing, hospitality, post and office supply.

Citizen Systems is fully focused on the distribution and support of label, portable, photo and POS printers, as well as calculators, through an extensive partner network across EMEA.

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