



## Product Award Notice

### KS-6910TS Solution Awarded “Taiwan Excellence”

2011-12-23



#### Dear Partners,

Posiflex KS-6910TS solution takes pride in its innovation by topping the “Taiwan Excellence Award” from Taiwan Ministry of Economic Affairs.

Evaluation from the prospects of Research & Development, Design, Quality and Marketing/Brand awareness, KS-6910TS solution displays Posiflex’s outstanding engineering and its differentiation in TellPOS KS-6910TS bundled with BonusPay Loyalty Platform, contactless smart IC card and NFC (Near Field Communication) reader CC-1000 to achieve “Precision Marketing”.

KS-6910TS solution incorporates with CCCPass, VISA PayWave® and Master PayPass® protocols. Its IC card has the membership card applet with e-purse, e-bonus, e-coupon, etc. Also, its backend data server can provide end to end total solution of loyalty program. The payment protocol VISA PayWave® and Master PayPass® will automatically detect either VISA or Master card to finish the transactions.

Beyond product-oriented analysis to optimize purchase, sales, and stock management in POS terminals, KS-6910TS solution surpasses others in customer-oriented analysis to obtain buying habit. From point of sales to point of service, KS-6910TS solution can generate default loyalty campaigns automatically depending on customer’s contribution in amount of money, bonus, coupon, discount, etc. for target customers, events, periods, frequencies, promotions and award/redemption rules to maximize merchant’s marketing synergy. The more retailers join this solution, the more precision marketing they can achieve.

#### Taiwan Excellence Award

Taiwan Excellence is the highest accolade awarded to products that encapsulate innovalue. Formerly known as the Symbol of Excellence (SOE) from 1992, Taiwan Excellence winners have represented the most revolutionary, high quality, high value added products made by Taiwan. For more detail, please refer to <http://brandingtaiwan.org/TaiwanExcellence/en>

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