



## **Transaction Printer Group Launches Next Generation POS Printers, Combining Performance with Reliability and Low Price**

**Lincolnshire, IL – December 19, 2007** – Transaction Printer Group (TPG), a leading provider of point-of-sale printing solutions, today announced the introduction of its latest line of single station thermal receipt printers, Models A798 & A799. Unlike other models in their class, the A798 & A799 share a steel frame modular design that creates the strongest printers ever made by TPG and allows for flexible manufacturing. As a result, TPG customers get faster delivery and the best price/performance value in POS printers.

These new single station printers run at top-of-class speeds, with the industry-leading durability which has built TPG's reputation for ruggedness and reliability. These printers are ideally suited for high-volume printing, such as specialty retail, convenience, and hospitality applications. A798 & A799 were designed with the actual POS environment in mind, having features such as an easy-opening cover with drop-in paper loading and a spill resistant cabinet design.



"With print speeds up to 250 mm/sec for the A799, these new printers are incredibly fast, reducing transaction time and improving the customer's point-of-sale experience." said Clif Gatehouse, Vice President of Sales for Cognitive/TPG. "They are also backed by one of the most comprehensive warranties in the industry, with 2-year coverage on A798 and 3-year coverage for A799."

Arnie Fox, TPG Product Manager, adds "These models set a new standard for ease of installation. Compatibility with previous TPG models and competitive brands was a major design consideration, and our new installation CD allows for ultra fast basic installation or a choice of sophisticated features settings. We're pleased that we can offer all these advantages in printers that are now the best values in the business."

The A798 & A799 printers will be demonstrated at the National Retail Federation 2008 Expo, which runs January 14-15 in New York City. Visit us at [Booth #2443](#).

### **About Cognitive/TPG and ATSI Holdings**

Cognitive Solutions and Transaction Printer Group (TPG), subsidiaries of ATSI Holdings Inc., are leading providers of on-demand barcode and transaction printers to the retail, healthcare, manufacturing, service, and financial sectors worldwide. For over 35 years, the TPG and Cognitive brands have provided their customers with compact, economical and ultra-reliable printing solutions that bring significant returns on investment. Global installations exceed 1,500,000 printers. For more information about Cognitive and TPG visit [www.cognitive.com](http://www.cognitive.com) and [www.tpgprinters.com](http://www.tpgprinters.com).

	<b>A798</b> 	<b>A799</b> 
<b>Speed</b>	150 mm/sec	250 mm/sec
<b>Two-Color Capability</b>	No	Yes
<b>Connectivity</b>	USB 2.0 & Powered USB, Serial & Parallel	USB 2.0 & Powered USB, Serial, Parallel & Ethernet
<b>Memory</b>	2M Flash and 128K RAM	2M Flash and 512K RAM
<b>Receiptware Ready</b>	No - logos printed via POS application	Yes - full feature options (Serial & Parallel only)
<b>Warranty</b>	Standard 2 year warranty	Industry leading 3 year warranty
<b>Int'l Compliance</b>	Both RoHS and WEEE compliant (only on Serial and USB units)	
<b>Modular Design</b>	Yes, for quick configuration for faster delivery times	
<b>Reliability</b>	MCBF Printlines - 60 million & 2.3 million knifecuts	
<b>Accessories</b>	Spill Resistant Liquid Dam Built-In, Optional Spill Shield Cover and Easy Wall Mount	
<b>Small Footprint</b>	144mm x 185 mm	
<b>Cabinet Color Options</b>	Beige, Dark Gray, Black	

Company Contact:

Angela Mansfield-Swanson  
 ATSI Holdings Inc.  
 303-273-1400  
[angela.mansfield@cognitive.com](mailto:angela.mansfield@cognitive.com)

Media Contact:

Lauri Harrison  
 Lauri Harrison PR  
 303-885-4200  
[LH@LauriHarrison.com](mailto:LH@LauriHarrison.com)

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