

CITIZEN

Micro HumanTech

Application focus: Portable Printing



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Reliability, efficiency and speed of service

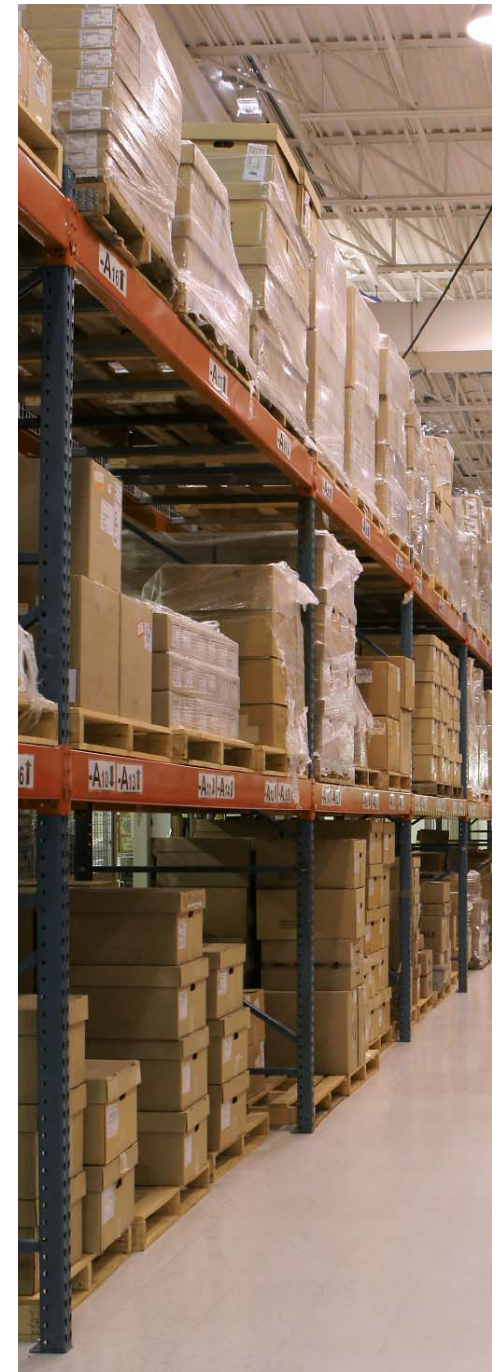
Portable printing is playing an increasingly important role in business life. For companies in retail, hospitality and catering, logistics and warehousing, modern portable print technology is already delivering tangible bottom-line benefits with greater efficiencies and faster speed of customer service.

The growth in portable printing is being driven by a combination of business demand, as companies seek new ways of improving the customer experience and by the need for fast and reliable printing virtually anywhere in a facility.



There is a range of emerging applications that require printouts at the point of use, such as the need for mobile tickets and coupons in a retail queuing system or in the logistics industry where a delivery driver will print and directly apply a tracking label to a package, which has already been loaded onto the truck for dispatch.

The latest generation of portable printer technology has been steadily evolving to match the growing demands of these innovative and fast moving business sectors. Ultimately, the use of mobile printers eliminates the need to go to a central point to collect labels and printouts bringing significant improvements in efficiency and productivity.



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Speed and simplicity

Portable printing offers many potential benefits to end users and places a unique set of demands on printer manufacturers to create machines that are compact, lightweight and robust. Just as importantly, they need to be quick and simple to use, with minimal training, allowing customer-facing or service staff to save time when printing receipts and labels; for example, for price markdowns, promotional labels and queue busting receipts.

Of all these benefits, it is perhaps reliability and performance of use that are the most important factors so these machines ensure long print runs without the need for frequent media changes, while high capacity Lithium Ion batteries and easy to change power modules that give extended day-long operation without the need for recharging. Recharging is via an AC adaptor or base station; the latter making it easy to recharge multiple units from a central point.



Andrew Thomas, Marketing Manager of Magstim, a pioneering manufacturer and supplier of magnetic stimulators and nerve monitors used in clinical research and surgery:

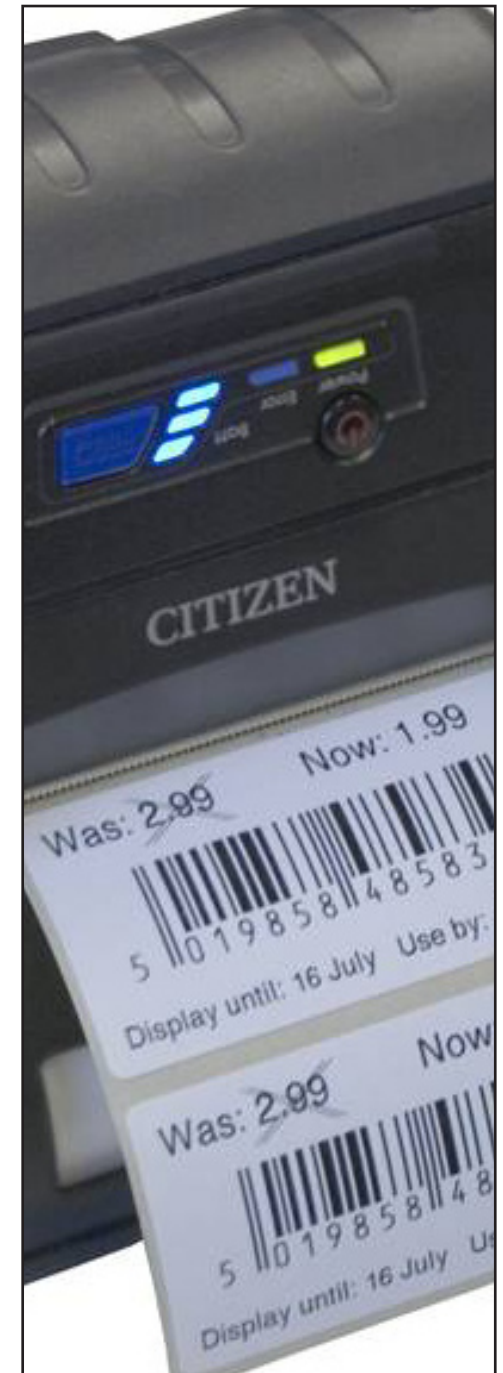
"Supplying the Citizen portable printers as standard with our magnetic stimulators and nerve monitors has considerably enhanced the performance of our cutting edge instruments. End users can rely on the new printers to give them the information that they need extremely efficiently, so that they can focus on critical procedures. In fact, the printers are working so well that we are looking into incorporating the technology further into our products in the future to further develop what is a perfect partnership of technologies."

Delivering customer value

Citizen's CMP-20 and CMP-30 mobile printers are designed to deliver exceptional value to both added resellers and end users alike.

Each machine is simple to integrate into mobile data capture and output systems, using standard wireless communication, including Bluetooth and Wifi, as well as serial and USB connections to other equipment, making them ideal for a wide range of on-the-move applications.

For end users, they are low weight, small and compact, so are easy to move about and carry on belt loops and wrist straps. Equally, they can be positioned in unusual locations where a traditional printer might not fit, such as next to checkouts or kitchen service points, yet are tough and hard wearing enough for even the most challenging of environments.



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Ultimately, the advantages of Citizen's latest portable printers mean improved business performance for all customers – both VARs and end users – in terms of productivity and profitability, while also providing a competitive edge in ever more competitive markets.

Günter Reißfelder, Owner and Managing Director of GRibs GmbH, a leading software and systems vendor:

"The Citizen mobile printers offers us an excellent way of allowing our clients to integrate the information collected at the point of delivery into an ERP application, in addition to helping us streamline the flow of data and documentation effectively. It was extremely important for us to work with a reliable manufacturer, capable of offering long term support; Citizen worked with us at every step of the development and implementation processes, answering our questions quickly and accurately. The feedback from our client has been excellent and we look forward to helping other retailers to benefit from the highly effective solution."

