

Axiohm, IBM and Mapping join efforts to offer a new global couponing solution for large-scale POS

Montrouge, France, January 29, 2007 – AXIOHM, one of the world leaders in the design and manufacture of thermal printing solutions, today announces its commercial partnership with IBM Global Business Services created to offer a **global couponing solution for the super-store sector**. This new couponing solution, available in France since January 2007, was put together in collaboration with Mapping, a software developer who, thanks to its know-how and experience, presents customers with a marketing solution that gives total freedom, allowing them to personalize the coupon as they please.



For this project, IBM chose Axiohm and its **new thermal printer TPOS**, whose performance, in terms of printing speed and robustness, is specially adapted to high-volume printing environments. Its paper width entrance of 58 mm, the standard in couponing applications, and its **Ethernet interface 10/100 (TCP/IP)** for use in networked cashier lanes, make it the perfect coupon printer. So far, 10,500 of those couponing solutions have been ordered.

This collaboration with IBM and Mapping confirms Axiohm's position as a partner of choice amongst the players on the POS market, a field in which the French manufacturer has developed several thermal printing solutions.

« *Axiohm has proven its responsiveness and the ability of its products to meet customers' needs* », confided Nathalie Mazevet, France POS Sales Manager at Axiohm. « *The partnership of those three established brands (IBM, Axiohm, Mapping), each renowned for their expertise in their own field, enables us to offer a couponing solution that is amongst the highest performing and most competitive on the market* », she concluded.

About AXIOHM

AXIOHM specializes in the design, manufacturing and marketing of a wide range of thermal printing solutions, including thermal printer mechanisms and controller boards, thermal receipt printers, and kiosk printers. Thanks to its mastery of thermal printing technology, AXIOHM has become a world leader in markets as varied as: Transportation, Hospitality/POS, Gaming/Lottery, Petrol Pumps, and EFT.

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