

AXIOHM and DED equip Advanced Electronics with thermal printing mechanisms and position themselves in a new market: Alarm and security systems

Montrouge, France, August 2006 – AXIOHM, one of the world's leading manufacturers of thermal printing solutions, today announces the signing of a commercial contract with Advanced Electronics, a British manufacturer of alarm and security systems. This contract, that was won in collaboration with DED, AXIOHM's distributor in the UK, concerns the integration of AXIOHM's thermal printing mechanisms HTPN9050 in the alarm systems of Advanced Electronics.

Beyond being a remarkable commercial success, this contract is also an important step for AXIOHM in its goal to establish itself in new market sectors where the demand of thermal printing solutions has, until now, been moderate. Advanced Electronics wanted to equip its alarm systems with report printing abilities to better respond to the increased demand of its clients for traceability, transparency and efficiency. From now on, the company will offer this printing function to public organisations as well as private companies.

The printing function : an emerging demand in the security market

The integration of the printing function is part of a global traceability procedure which has become essential in all market sectors. The traceability of operations, in all its forms, responds not only to the globalisation of markets, but also to the multiplicity of information collected and diffused every second in the world.

The printing of tickets through the thermal printing technology, which until recently was dedicated to payment or cash withdrawal operations, has proved to be ideal for new market sectors, such as the alarm and security system markets. The ability to print the daily incident report guarantees the transparency and reliability of the collected information, especially in cases of contestation, at a later date, concerning the circumstances and/or the nature of the incident. By integrating a new value added function in their products, the suppliers can also differentiate themselves in a market that is becoming more and more competitive.

Furthermore, the alarm and security system suppliers are striving for a more preventive approach, by developing solutions that make it possible to anticipate incident risks rather than only handling them afterwards. This kind of project goes through identification and analysis of the most frequent incidents, and it is made easier by the possibility to print the reports giving the details of the circumstances surrounding each incident.

The HTPN9050, the ideal response to the needs of Advanced Electronics

Advanced Electronics' selection criteria for the printing solution:

- Easy integration in their alarm system
- Easy loading of a new roll of paper
- Manual paper-cut
- Integrated paper reserve in the mechanism
- Low energy consumption (5V)

"We suggested the HTPN905 mechanism since it corresponded the best to the demanded specifications," said Alan Hallworth, Sales Engineer of DED, the British distributor of AXIOHM. The patented Clamshell™ system that allows a simple loading of the paper roll and the design of this mechanism, favoured its perfect integration into the initial product without having to do major modifications to the existing system".

After having studied the different solutions in the market, Advanced Electronics chose AXIOHM's thermal printing mechanisms as they were the only ones that responded to all pre-determined criteria.

"Following our discussions, the product suggested by AXIOHM confirmed our choice," said Paul Caffrey, Engineering Manager of Advanced Electronics. "Their mechanism functions very well in our application and it has now become our printer of choice."

To date, AXIOHM and DED have already supplied more than 700 printing mechanisms to Advanced Electronics. Adding the printing function to the alarm and security system offers Advanced Electronics important prospects in the coming years.

About AXIOHM

AXIOHM specialises 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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