



## FOR IMMEDIATE RELEASE

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### Checking out at Retail Stores Now Faster and Easier

#### *Linēa-pro Optimizes Functionality of Apple®'s iPod® touch*

**ARLINGTON HEIGHTS, Ill.– March 18, 2010** – A new mobile point-of-sale (POS) device now being used at major retail stores throughout the U. S. markedly expedites making customer purchases. Thanks to a barcode scanner and magnetic stripe reader that harnesses the power and portability of Apple's iPod touch, retail customers can be checked out effortlessly without having to wait in line.

The unique, patent-pending Linēa-pro from Infinite Peripherals, Inc. (IPC) ([www.ipcprint.com](http://www.ipcprint.com)), is designed to allow any retail business to benefit from the ease-of-use, convenience and efficiency this handheld system offers, in addition to maximizing valuable floor space by eliminating POS counters and traditional cash register purchases.

IPC will demonstrate the Linēa-pro during the International CTIA Wireless show (booth #3942), which runs March 23 through March 25 at the Las Vegas Convention Center.

"With the Linēa-pro, we're markedly improving business efficiencies through technology," said Jeffrey Scott, vice president of sales at IPC. "We're bringing the functionality of a cash register to iPod touch, giving retailers a great new way to help customers check out faster than ever before."

Beyond POS, the flexible Linēa-pro can interact with software written for other applications and industries, including inventory management, asset tracking, ID verification, lead tracking, inspection/work flow, dispatch, time/labor and lab and healthcare. IPC is pursuing other capabilities as well, such as support for Apple's iPhone®.

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### **Only Device of Its Kind**

A two-piece plastic shell that attaches to 2nd and 3rd Generation iPod touch units (running OS 3.1.2 and higher) via its 30-pin mating connector, the Linēa-pro functions using software that runs on the device, allowing data to be stored locally or transmitted from the iPod touch via a Wi-Fi network. It reads multiple barcodes and all three standard magnetic stripe tracks used by financial, transit, telecom and driver's license agencies. It accepts customer signatures, while purchase receipts can be wirelessly printed or e-mailed.

Accompanying the Linēa-Pro are software development resources and tools so customers can program the scanner and reader functions into their own software application, and thereby extend its versatility. IPC also has partnerships with several development companies who can write applications for the Linēa-pro.

"For the past 10 years, IPC has specialized in taking readily available, low-cost consumer devices, such as the Palm, Treo, H-P iPAQ and BlackBerry, and building peripherals around them to give them the functionality of a much higher priced item," said Scott.

### **Availability and Pricing**

The lightweight Linēa-pro measures 5 inches by .93 inches by 2.68 inches (127 millimeters by 23.5 millimeters by 68 millimeters), is priced at \$499 and is backed by a one-year warranty against manufacturer's defects. For more information about the Linēa-pro or to place an order, contact IPC at [mobilesales@ipcprint.com](mailto:mobilesales@ipcprint.com) or 800-278-7860. Additional background can be found at <http://www.ifoapplestore.com/db/2010/02/04/revealed-retail-stores-handheld-pos-device/> and <http://www.youtube.com/watch?v=EVGhTad5x08&NR=1Lo>.

### **Infinite Peripherals Background**

Founded in 1993 as a source for receipt printers for the point of sale market, Infinite Peripherals, Inc. (IPC) now supplies mobile peripheral devices, receipt printers, mechanisms and other receipt printer-related components to numerous industries, including retail, industrial measurement, security, time and attendance, ATM, hospitality, medical, gaming and amusement. Based in Arlington Heights, Ill., IPC has a technical and sales center in Irvine, Calif., and a sales office for OEM products in Austin, Texas.

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