



Birch News

January, 2010

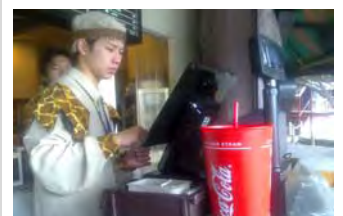
Lunar Chinese New Year Holidays (Feb 13-21)

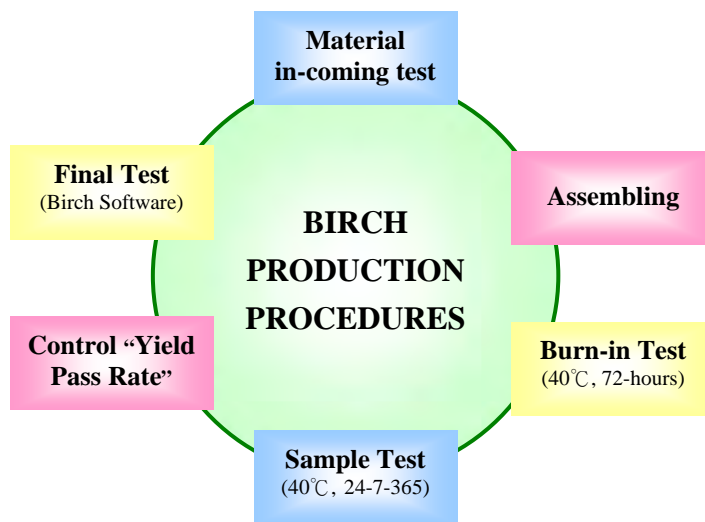
Please be informed we will have a lunar Chinese New Year Holidays from Feb 13-21, and all our office will be closed during our new year holidays.

1. More information about Birch

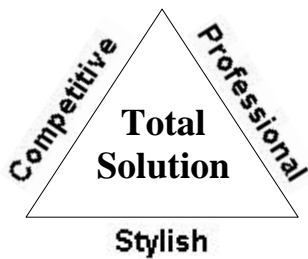
Besides our production factory facilities, we are glad to inform you that Birch is stronger than ever and we have more powerful for our new product developments:

- a. Birch invested our capital in M/B partner in last October, now we are more influence over the M/B technologies and production schedule
- b. Birch set up a professional mechanic and ID design team in charge of our new product designing.
- c. Birch is getting involved more deeply in big projects in Taiwan local market for IT6000 EstiLo and IT7000 CARiSMA systems. We successful installed IT7000 CARiSMA x 100pcs at the largest amusement park (called as LEOFOO Village) in Taiwan. We are presenting more proposals for big departments stores.





2. Birch product Policy in 2010



Besides set up new factory to produce Birch stylish products, Birch is stronger than ever and decided to get involved in more professional products to support partners:

- Stylish and state-of- the- art design products
- Tiny , heavy-duty, and high-end professional products
- Cost effective “ individual and products packs:
- More total solution products(Software + hardware)



3. Hot and Suggested products

- A. **IT7000:** 15” CARiSMA all-in-one touch system(Celeron-M600 or Celeron-M 1.5G)
- B. **IT6002:** 12.1”(1024 x 768) all-in-one touch system(Celeron-M 600), Fanless, Aluminum
- C. **IT6090:** Mini Core2 duo system with GM45 intel chipset(fastest chipset in AutoOUD and POS), Celeron-M 2.0/1G/160GB , 6 x USB, 4 x COM
- D. **CD-100:** 60mm width cost effective CCD, PS2, RS232 or USB
- E. **BT491:** Tiny 3-in-1 scanner(Bluetooth Class 1 + memory+ cable scanning), User upgradable for firmware and individual dongles(RS232 + USB HID + USB Virtual COM)
- F. **FS-499:** Heavy duty high-end fixed long range CCD with

“ Auto-sensor” function

G. **BP-525D**: 2” paper width tiny thermal printer, RS232 + USB, Clam-designed paper load



4. *Product pack for new application*

Thanks to FS499 with “Auto-sensor“function, FS-499 + HDR499(hand free operation high stand holder)-----for small shops and pharmacy stores.

Price of (FS499 + HDR499) ----- less than 50% price of normal Omni-directional

5. *Birch up-coming new product schedule and Roadmap*

IT7000 VFD display	Availability in Marh /Q1
12.1” IT7000 CARiSMA all-in-one touch system	in March/Q1
12.1” (TM-1600) and 15.1” (TM-2600) CARiSMA LCD	in March/Q1
BF481 Heavy duty and high-end long range CCD	in March/Q1
Tiny and cost effective data collector	in May/Q2
IT7000 with Intel 965 chipset (Core2 Duo or single core)	in June/Q2
CARiSMA panel system	in Q3

6. *Birch successful installations in Taiwan*



- a 、 Installation IT7000-15 x100pcs (15” CARiSMA) at the largest amusement resort and park called LEOFOO Village(refer to www/leofoo.com.tw/village/)
- b 、 Installation IT6300 x 30pcs at Eastern Department store of Taiwan
- c 、 Installation BT491 x 100pcs at IC assembly line of IC factory for data tracking

7. *Birch Total Solution pack(Free charge BichData)*



In order to support our partner to get involved in vertical market, we are glad to inform you that we released BirchData software as bundled to support BCP-840 32 bit Bluetooth/IrDA/RS232 data collector. It is the good choice for you:

BCP-840 (32 bit Bluetooth/IrDA/RS232 data collector) + Free charge BirchData software

8. *New functions upgraded on Birch products.*



Birch keeps developing new function and improve our current product lines, we released the upgradable functions as below:

- Windows7 driver** for PRP-085 receipt printers
- Auto-senor** function on long range CCD(BD-388II and BF481)
- OPOS drivers** supported for DSP-850 VFD customer display

9. *We make something possible---EstiLo all-in-one touch systems*



There are lots of “ Me-too” POS systems in the market, however, all of them are TOO BIG design system which are not suitable to match the customers decorations and applications(space-concern, pollution-concerned).. Birch EstiLo is extremely exceptional system which built-in the most thickness and compact IPC M/B with lots of high-end components. EstiLo system is in Aluminum chassis, Fanless and state-of-the –art-design.

IT6000: 10.4”(800 x 600) EstiLo all-in-one touch system, Celeron-M CPU, Fanless, Aluminum chassis

IT6002: 12.1”(1024 x 768) EstiLo all-in-one touch system , Celeron-M CPU, Fanless, Aluminum chassis

IT6300: EstiLo Mini without panel, Celeron-M CPU, Fanless, Aluminum chassis. Optional for VESA and Wall Mount bracket.

Suggested applications:

- Hospitality market(Kiosk and banking systems)
- Well-decorated POS market and outdoors retail market
- Office all-in-one touch system--- Hospitals, justice law courts.... And ticket solutions.

10. *IT-6090 Core2 Duo Metal mini system----Security control and “Digital –Signage”*



Birch released IT-6090 metal system with DDR3, SATA HDD, Intel GM45 Express ICH9M(which is the fastest chipset in Auto-ID and POS market), socket P FSB 667/800/1066 Mhz supports Core2 Duo and Intel Celeron-M CPU.

IT-6090: Metal mini system, Celeron-M 2.0G/1.0G DDR3/160 SATA , 4 x COM, 6 x USB.....



11. Introduction to Birch BT49 series---Mobile & Tiny barcode scanner



Birch is the forerunner in developing “Tiny”, “high-end” and “mobile scanner which is built-in smallest barcode engine which supports “Long range CCD“(BT-491) and “Laser“(BT-492)(Opticon laser module).

There are major features as below:

- a、 **3-in-1 scanner modes(Bluetooth Class 1, memory scanner and cable scanner)**
- b、 **Built-in Li-on rechargeable battery** which supports at least 3 days continuous working.
- c、 ---**User friendly device for upgrading firmware and individual dongle interface (RS232 + USB HID + USB virtual COM).**
- d、 ---**More option functions** such as “Vibration”

12. Modular POS systems

Besides the all-in-one touch system, Birch have solution for modular POS systems as below to support your budget target.

A. Cost-effective Mini systems:

IT-6070: Metal chassis, Intel ATOM 1,.6G/1G/160GB, 1 x COM, 6 x USB, bundled with Windows XP HOME OS

IT-6080: Meatl chasis, Intel ATOM 1.6G/1G/160GB, 4 x COM. 4 x USB

B. TFT LCD panels

PA80A: 8”(800 x 600) TFT LCD panel with or without tocuh

TM2200: 15: touch LCD panel optional for triple track MSR card reader



Please contact our sales team to get the further data sheets.

- Birch is the top 3 POS/restaurant solution provider in Taiwan local market.
- Birch is the first company issues the surveillance system which can get the data direct from the receipt printer and map on the cashier's photos.

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