

BIRCH

To a beautiful heart,
everything appears beautiful

POS SYSTEMS

DISPLAY

BARCODE

NEWS

CARISMA

EstiLo

(simple!)

On-sales

[About Birch](#) [Help](#) [Birch Installations and Events](#) [Upcoming product schedule](#) [Hot Topics](#) [For Distributors](#) [English](#) [中文](#)

2010 March NEWS

GITEX Saudi Arabia 2010

New Product Development Schedule

New Console Management Software

New Function and Enhanced Products

AutoID & Digital Signage Solution Packs

Successful Installation Stories

Module POS System Solution

■ Gitex Saudi Arabia 2010(April 25-29) in Riyadh

You are kindly invited to visit Birch booth at Gitex Saudi Arabia 2010 to have more information about Birch New products:

Time: April 25-29, 2010

Location: Riyadh(Saudi Arabia capital)

Booth No: TAITRA pavilion/ # G10

**GITEX
SAUDI
ARABIA**



New Product Development Schedule

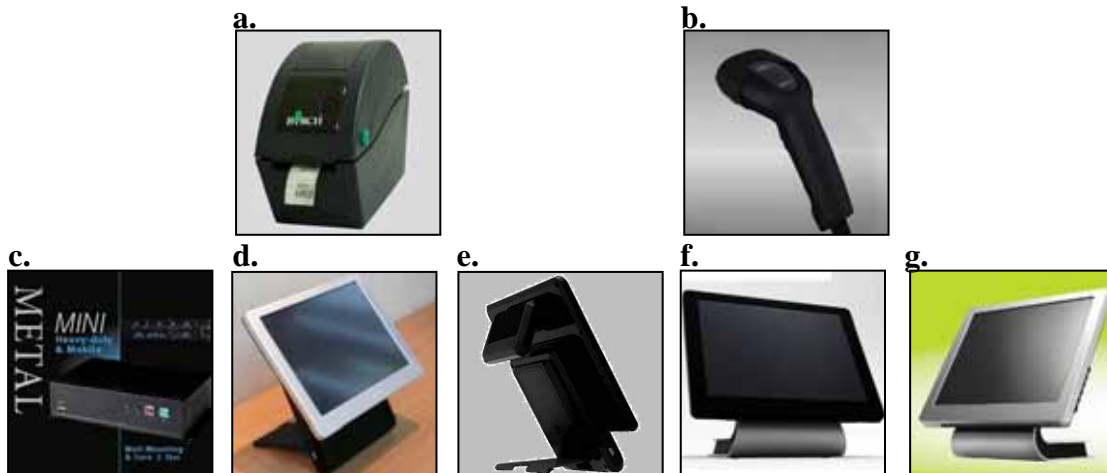
■ Birch New products schedule

[Barcode]

- a. BP-525D: 2" compact thermal label printer, RS232 + USB w/BarTender SW and Real-time clock (RTC)
- b. BF481: heavy duty and high end long range CCD or Laser w/Auto Sensor and inter-changeable interface cable

available

schedule in April



[POS products]

- c. IT-6092: Mini system, Core2 Duo M/B with GM45 chipset
6 x USB, 4 x COM, 1 x VGA, 1 x DVI
Standard: Celeron-M 2.0, 1.0G DDR3 160GB SATA

available

- d. 12.1" IT7000 CARiSMA: 12.1" (1024 x 768) CARiSMA all-in-one
Celeron-M 1.5G (or Fanless Celeron-M 600), 1.0G, 80GB

scheduled in April

- e. VFD display for IT7000 CARiSMA

scheduled in May

- f. TM-2600: 15" CARiSMA LCD panel with or without touch

scheduled in May/June

- g. TM-1600: 12.1"(1024 x 768) CARiSMA LCD panel

scheduled in May/June

New Console Management Software



Middleware for BT-49 series

⇒ C#

⇒ Windows

⇒ Virtual COM

■ **BirchCOM Console management software** ----**Bluetooth wireless data collection software**

- Developed by language C#
- For Windows-base applications
- Major features----Auto-detect function to keep track of any device on USB Virtual COM, collect the data, keep recordto work with ERP systems or Word file.

■ **Introduction to Birch BT49 series** ---- **Mobile & Tiny barcode scanner** ---- **3-in-1 functional 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:

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

New Function and Enhanced Products



flash
turbo 2

OPOS

■ **New functions upgraded on Birch products.**

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

- Windows7 driver** for POS peripherals (receipt printers, POS Touch LCD, barcode printer...)
- Auto-senor** function on long range CCD(BD-388II and BF481)
- OPOS drivers** supported and enhanced with Combo interface (USB + RS232) for DSP-850 VFD customer display

AutoID & Digital Signage Solution Packs

■ Product packs for new application



With our expertise total solutions, we like to suggest you to handle “Birch product pack” for your applications. It will bring you're a good margins.

a. FS499+ HDR-499-----to replace general omni-directional laser

FS-499: Birch high end fixed long range CCD with “ Auto-Sensor “ function,
Supports PS2, RS232, USB(HID) or USB(Virtual COM)

HDR-499: Hand free operation high stand holder

Price of (FS499 + HDR499) → Less than 50% price of normal omni-directional



b. BT-491 + BirchCOM software -----for your Mobile multiple applications

BT-491: Tiny 3-in-1 (Bluetooth Class 1 + memory + cable)high-end scanner
USB (HID) or USB(Virtual COM)

Infra-structure----- BirchCOM + < more + multiple> BT-491 USB(Virtual COM)



Your advantage → Enjoy mobile & wireless solution immediately



c. BCP-840 + BirchData software-----for your mobile data collection

BCP-840: 32 bit CPU data collector(pen-base touch, Symbol laser) support
Bluetooth Class 1, IrDA and RS232

BirchData: inventory tracking system

Your advantage → To order BCP840 now, you get FREE BirchDATA software

■ Digital Signage System-----IT-6092



The demands for digital signage solutions(advertising) is growing in the market. Then IT-6092 will be your good choice:

High Performance: IT-6092 built-in Core 2 Duo M/B with GM45 Intel Chipset which is the fastest chipset in Auto-ID and Point-of-sale market

Compact Mini size: 256(L) x 160(W) x 65(H) mm, supports wall-mounting

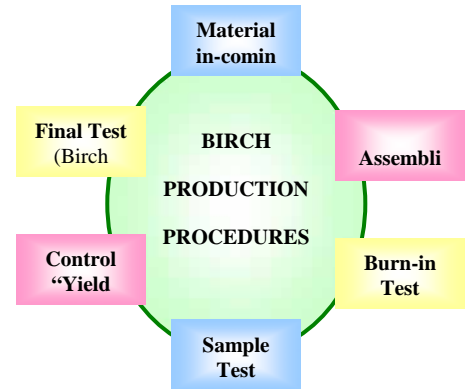
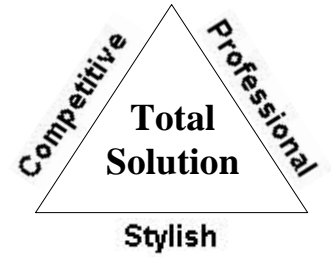
Monitor outputs: 1 x VGA, 1 x DVI

* Digital Visual Interface (DVI) is a video interface standard designed to provide very high visual quality on digital display devices such as flat panel LCD computer displays and digital projectors.



Successful Installation Stories

- Installation **IT7000-15 x100pcs (15" CARiSMA)** at the largest amusement resort and park called LEOFOO Village(refer to www.leofoo.com.tw/village/)
- Birch got the project of newest department store in the center of Taipei City (next to Taipei 101) for **IT7000 CARiSMA x 100sets**(systems + peripherals)
- Birch got the project of Justice in law court in Australia and US for **IT6000 EstiLo x 1,000pcs** in total for one year(100pcs/monthly).
- Installation **IT6300 x 30pcs** at Eastern Department store of Taiwan
- Installation **BT491 x 100pcs** at IC assembly line of IC factory for data tracking



Module POS System Solution

■ Modular POS systems

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

Cost-effective Mini systems:

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

TFT LCD panels

PA80A: 8"(800 x 600) TFT LCD panel with or without touch

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



- 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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