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[adiffly@stephenz.com](mailto:adiffly@stephenz.com)****EPSON ANNOUNCES SDKs FOR iOS AND ANDROID DEVICES  
Speeds Retailer Support for Wireless POS Printing**

New York, NY, January 16, 2012 – Today at the [National Retail Federation \(NRF\) Annual Convention and Expo, Epson America, Inc.](#), a leading supplier of value-added point of sale (POS) solutions, announced the immediate availability of software development kits (SDKs) for mobile printing applications. The Epson SDKs are designed to shorten the development time required to implement mobile POS applications, enabling support for wireless POS printing from handheld peripherals like Apple's iPad®, iPod touch®, iPhone® and devices using Google's Android™ mobile technology platform. Available immediately for Epson's most popular thermal and multifunction receipt printers, Epson's new SDKs provide developers with a fast, convenient, and cost-effective tools to connect iOS and Android devices to networked POS printers, enabling wireless printing throughout the store from a wide range of input devices.

“Today's retailers are deploying mobile technologies in record numbers, at lightening speed,” commented Mike Helm, Director of Sales for Epson America's Business Systems Division. “Epson's mobile SDKs simplify the development process, saving retailers time and money, while allowing them to provide customer access to receipts and information throughout the store printed from a variety of mobile devices.”

As the number of tablets in retail skyrockets, retailers require more flexible, wireless printing options for customers to access receipts and printed information in various locations throughout store. NRF's digital division, Shop.org, recently released its [State of Retailing Online Report](#) which showed that 30% of retailer respondents said a main objective for their mobile platform will be to provide store associates with tablets to improve selling. Another report from IHL Consulting entitled [Mobility – A Gutenberg Moment for Retail, A Threat to Point of Sale](#) predicts that by 2015, more than 2.7 million tablets a year will be sold to retail establishments for use as mobile POS devices and consumer information tools.

[Click here](#) to access Epson's mobile SDKs.

### **About Epson America, Inc.**

Epson is one of the world's leading manufacturers of highly reliable point-of-service technology, including printers, precision printing mechanisms and digital image scanners. Founded in 1975 and headquartered in Long Beach, CA, Epson America, Inc. is the U.S. affiliate of Japan-based Seiko Epson Corporation, a global manufacturer and supplier of high-quality technology products that meet customer demands for increased functionality, compactness, systems integration and energy efficiency. The Seiko Epson organization is proud of its ongoing contributions to the global environment, and for the third year in a row is part of the Dow Jones Sustainability World Index – an indicator for leading companies in economic, environmental and social criteria. Epson offers the most comprehensive line of POS printers, as well as the widest selection of ENERGY STAR qualified models available today. To learn more about Epson America Business Systems Division, please visit: <http://pos.epson.com>. You may also connect with Epson America Business Systems Division on Facebook (<http://tinyurl.com/EpsonFacebook-BizSys>), Twitter ([http://twitter.com/EpsonB2B\\_PR](http://twitter.com/EpsonB2B_PR)) and YouTube (<http://tinyURL.com/EpsonYouTube>).

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