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## ***Citizen Systems launches Lightning interface for POS printers:***

*Diversify your interface options and connect your Citizen POS printer to a vast range of iOS devices.*

### **Control your POS station from your POS printer**

In an ever-growing and vast market diversifying interface options for POS printers is imperative in order to keep up with the latest POS technology. New POS technology not only ensures streamlined processes but also that hardware and software can meet the demands of customers.

Citizen Systems understands that iOS devices are prevalent in the retail and hospitality sector thanks to their sleek aesthetics and simple usability. That's why they have created a new Lightning interface for their POS printers, specifically designed to be used alongside iPads, iPad Pros, and iPhones.

The Lightning interface is equipped with one Lightning cable port which can be used to transfer data and charge iOS devices. It also has an additional three USB host ports so that you can tailor your POS printer to any retail or hospitality application. These three USB host ports allow you to integrate a range of other essential POS hardware. To take full advantage of these USB host ports, an SDK (software development kit) is available on the Citizen Systems website to help you calibrate your printer to be fully connected to your desired devices. All of Citizen's SDKs are created to make integration with their printers simple. They have even set up an exclusive programme (the Citizen Consul Club for ISVs) dedicated to collaborating with some of the best POS software vendors to create complete and personalised POS solutions.

Due to the endless integration possibilities, you can create your connected POS station exactly as you require. The USB host ports are perfect for retail businesses who need an entire suite of POS hardware at the checkout such as scanners, pole displays and other devices.

Hard wiring printers to POS stations through a connection like Citizen's Lightning interface allows users to have a more stable and faster connection than wireless connections such as Bluetooth. Additionally, when using the Lightning interface there is no need to waste time pairing devices or setting up communication preferences from your selected POS device – just plug straight into the printer.

The new lightning interface is currently available for the following Citizen POS printers: CT-E651 and CT-S751. Both printers are part of Citizen Systems' new range of solutions featuring elegant styling, compact footprints, flexible interface options and of course, ultimate reliability.

**Jörk Schüßler, Marketing Director EMEA at Citizen Systems Europe, said:** "Citizen prides itself on its strength in the POS market and adding the optional Lightning interface to our already large range only reinforces this. It is important that end users have choices when it comes to customising their POS printer so that it can deliver upon their expectations. The Lightning interface is a great option for users who primarily work with IOS devices but also need extra space to integrate their other POS hardware".

**About Citizen Systems Europe**

Citizen Systems Europe is a wholly-owned subsidiary of the Japanese Citizen Group. Recognised and respected for its high level of experience in advanced technology and innovative solutions, Citizen is famous for its watches, printers, machinery and electronic products.

Since 1964, Citizen Systems has been the brand of choice for printers worldwide, providing a wide range of top-line industrial printing solutions that modernise the business operations of many industries, including logistics, retail, manufacturing, hospitality, post and office supply.

Citizen Systems is fully focused on the distribution and support of label, portable, photo and POS printers, as well as calculators, through an extensive partner network across EMEA.

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