



Press Release

CRS, Inc., 4851 White Bear Parkway, St. Paul, MN 55110

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Contact: Bruce Mann

Phone: 651 294-2749

Email: bruce.mann@crs-usa.com

iOS SDK Now Available for SNBC Printers

St. Paul, MN – CRS Inc. announced the release of iOS software developer kits for select SNBC printers. ISVs and developers targeting the various iOS platforms including the Apple iPad, iPhone, and iPod Touch mobile devices will enjoy flexible interface options, private label programs and a significant cost advantage when including the popular SNBC BTP-R880NP thermal receipt printer.



“It is quite difficult for resellers to maintain traditional hardware margins when offering tablet based POS solutions. Because the SNBC printers are typically priced 30% below similarly featured competitive products and may be configured with a direct WIFI interface that eliminates the requirement to include a router in simple installations, resellers have the ability to improve margins and reduce the number of failure points. This will inevitably lead to improved sale and service margins” projected CRS VP of Marketing, Bruce Mann.

CRS is pleased to offer SNBC iOS compatible printers to developers, ISVs and resellers for evaluation. Visit www.crs-usa.com to access product information and the iOS Developer Kit. An SDK for Android devices is also available.

About CRS, Inc.

CRS is the importing distributor for SNBC in the Americas and is the nation’s largest independent importer and distributor of POS terminals, POS printers, ECRs, POS peripherals, parts and supplies. Visit www.crs-usa.com or call the CRS at 1-800-333-4949 for more information.

About SNBC

SNBC, Shandong New Beiyang Information Technology Co., is a subsidiary of Beiyang Electric Group Co. Ltd, since 1994, one of China’s leading electronic enterprises. SNBC is a leading manufacturer of thermal print heads, printers, and printer mechanisms for POS, kiosk and label printing applications.

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