



## PRESS RELEASE

### *The AURES Group's innovation by design strategy is once again rewarded with a RED DOT in 2017*

Lisses, Runcorn, Maisach - 4 April 2017. After the SANGO EPOS system – which won a **RED DOT Product Award** in 2013 – AURES' **SWING** tablet solution concept has in turn been awarded this major international design prize.

Developed by AURES in collaboration with **Bertrand Médas** – designer and CEO/founder of ID'S design agency – the SWING is a mobile, multi-function EPOS system designed to meet the needs of omni-channel, mobile point-of-sale and service environments.

The SWING has a wide range of features for EPOS management and payment receipt, order processing, digital display, menu and production presentation, price checking, and to manage stock as well as on- and offline customer loyalty programmes.

“The RED DOT award's panel of judges was taken with the modular, ergonomic design of our new multi-use tablet concept,” explained **Patrick Cathala**, CEO and founder of the AURES Group.

“The **POGO** system – a connection and magnetic attachment module featuring built-in, retractable security locks – is unique on the EPOS market. This exclusively developed AURES device enables the tablet to auto-position on its various stands: in addition to the mobile (tablet on the user's forearm) and stand-based (tablet attached to a built-in, foldable stand) versions, the SWING can easily be turned into a complete, compact mini-EPOS system (docking station version), or used in mini-pole and wall-mounted versions.” The SWING is splash-, dust-, jolt-, and drop-resistant and is suitable for tough EPOS environments.

“With this latest RED DOT award, we have proved once again that the **AURES** Group is the most creative, innovative designer on the EPOS market,” said Cathala.

The SWING various versions:

- **Mobile version:** for easy, ergonomic use, AURES has designed this slightly convex version with an off-centre elastic strap (black or white) to optimize the SWING's weight distribution between your arm and forearm.

The shell – made from a resistant thermoplastic polyurethane (between rubber and plastic) – is ultra-soft to the touch, making it very comfortable to use and highly drop resistant.

- **Stand-based version:** leaning against its detachable stand at the back of the tablet, the SWING turns into a stand-based version and can be placed on any surface in any location.
- **Light box version:** connected to a small remote box under the sales counter, this version of the SWING for wall-mounted or mini-pole applications offers additional connectivity options.

With the exclusive POGO system (optional extra):

- **Adjustable docking station version:** resting on a charger featuring several input/output ports, this version forms a complete, ultra-compact point-of-sale terminal permanently connected to all point-of-service devices (other sales/EPOS management and payment receipt terminals, associated peripherals, multi-screens, interactive kiosks, staff and customer smartphones at checkouts, etc.).
- **Wall-mounted version:** either wall-mounted or attached to a dedicated mini-pole, this version facilitates all payment-receipt and sales-assistance operations (product and price display terminals, digital signage, etc.).
- **Mini-pole version:** as above – attached to a dedicated mini-pole (optional extra).

(See attached photos)





On 5 March 2017, AURES' **SWING** system also won the **TOP Produkt Handel 2017** competition (in the 'PoS-Effizienz' section). This annual innovation prize was awarded at the **EuroShop** trade show in Düsseldorf, Germany.

<http://business-handel.de/tph2017-pos-effizienz.html>

### About the RED DOT Design Awards

The **RED DOT Design Awards** were launched in 1955. In 2015, over 15,000 entries were received – in 19 categories – from 70 countries. The **RED DOT Gala**, which welcomes over 1,200 guests every year, will be held on 3 July 2017 at the Aalto Theatre (Essen's opera house) in Germany.

The award-winning products and projects are published in the **RED DOT Design Yearbook**.

The **RED DOT Design Museums** in Hamburg and Singapore are world-famous for their outstanding exhibitions.

<http://en.red-dot.org/>

<http://red-dot.de/pd/?lang=en>

### About AURES Technologies - [www.ares.com](http://www.ares.com)

Founded in 1989 and listed on Euronext since 1999, the AURES Group manufactures EPOS systems and related peripherals. This PC-based hardware and open-system equipment provides management and till functions to all points-of-sale and points-of-service, including specialist food and non-food stores, retail outlets, superstores and catering and hospitality.

With corporate sales of **€76.2 million** for 2016, AURES has global presence, with its head office in France, subsidiaries in the UK, Germany, Australia and the USA - and a network of distributors and resellers in 50+ countries.

In 2016, the Group received the **BFM Award of the Export Performance** of the year.

Complementary to the POS activities of the Group, the OEM "Equipment & Systems Department" works closely with systems integrators and suppliers, providing them with complete product lines of hardware elements and sub-equipment for industrial, kiosk and digital display applications.

### For additional information, please contact:

Yannick-Florence Waelly  
Communications & PR Manager  
AURES Group (France)  
+33(0)1 69 11 16 65  
[yannick.waelly@ares.com](mailto:yannick.waelly@ares.com)

**AURES Group (HQ)**  
24 bis rue Léonard de Vinci,  
91090 Lisses,  
France  
  
+33 (0)1 69 11 16 60  
[pos@ares.com](mailto:pos@ares.com)

**AURES Technologies Ltd**  
2 Sycamore Court,  
Manor Park, Warrington Road,  
Runcorn, Cheshire WA7 1RS  
UK  
  
+44 1928 599966  
[salesuk@ares.com](mailto:salesuk@ares.com)

**AURES Technologies GmbH**  
Frauenstraße 28,  
82216 Maisach  
Germany  
  
+49 8141 22715 0  
[salesde@ares.com](mailto:salesde@ares.com)

**AURES Technologies Inc**  
15042 Parkway Loop,  
Building D, Tustin,  
CA 92780  
USA  
  
+1 714 669 3111  
[ussales@ares.com](mailto:ussales@ares.com)

**AURES Technologies Pty Ltd**  
Unit 6  
83/85 Boundary Road, Mortdale  
NSW 2223  
Australia  
  
+61 0411 950 825  
[ausales@ares.com](mailto:ausales@ares.com)

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