

PRESS INFORMATION

AURES Provides Stand-Up EPOS Solution

Runcorn, October 2018; one of London's premier stand-up comedy venues has been kitted out with a new suite of touchscreen tills courtesy of **AURES Technologies** and **Impact EPOS**.

Opened in 2008, **Leicester Square Theatre** has played host to some of the biggest names on the comedy circuit, with sell-out performances from the likes of Stewart Lee, Joan Rivers, Michael McIntyre, Frankie Boyle and Jo Brand. In its previous guise, the theatre was an iconic gig venue, playing host to such stars as The Rolling Stones, The Who, The Sex Pistols and The Clash.

With a 400-seat capacity main hall plus an intimate basement venue, the theatre also operates four separate bars which, during sell-out performances, get extremely busy. Having not been replaced for 10 years since the theatre opened, some of the tills in these bars were starting to show their age and becoming a hindrance to quick, efficient service.

Gareth Potts, General Manager of Leicester Square Theatre, said: "First and foremost we just needed replacement hardware. The bars at our venues are extremely busy so we needed the tills to be fairly robust and easy to use.

After originally supplying us with ICRTouch, our supplier had moved on to developing their own software, which wasn't compatible with our existing tills, some of which were still in good/usable condition. So, they could only propose replacing all of the tills and all of the software.

"At this point we decided to look at finding a supplier who could provide ICRTouch so that we could keep the remaining functioning tills."

The Right Impact

Thanks to a Google search, Gareth came across Hertfordshire-based reseller **Impact EPOS**.

As an independent supplier, Impact was able to offer the flexibility the theatre needed, supplying five **AURES YUNO** till terminals to go with three existing units that were still in good working order and installing a new version of ICRTouch across the whole fleet.

Impact EPOS Director **Andrew Hatton** said: “We find AURES hardware paired with either ICRTouch Touchpoint or GPoS from Fidelity Systems suits most of our customer’s requirements.

“We have been supplying AURES hardware for many years, going back to the Posligné 1500.

The main terminal we take is the YUNO. We have found it to be reliable, easy to work with and the customers like the look of it. The optional AURES peripherals fit neatly to the terminals, saving space.

“Reliability and quality has been a big factor. We do have cheaper options for our end users, but will always recommend AURES.”

Gareth added: “We bought five new AURES tills at the recommendation of Impact EPOS and as the same tills had been on the quote from our previous supplier, I assumed that they were a good option to go with.

“We're very happy with the new tills, they've survived everything thrown at them so far and the staff find them easy to use. They're a considerable aesthetic improvement on our old tills and take up a lot less bar space.”

About Impact EPOS - www.impactepos.co.uk

Impact EPOS is an independent POS supplier that provides clients with custom-built systems using solutions from some of the UK’s biggest manufacturers and developers. Based in Elsetree, Hertfordshire, the company prides itself on flexibility and the quality of its service, always striving to go the extra mile to understand a client’s business needs and tailoring the right solutions to match.

As well as supplying top quality hardware and software from brands including AURES, Casio and ICRTouch, Impact also offers staff training for new systems, ongoing support and on-site warranties.

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About AURES Technologies - www.ares.com

Founded in 1989 and listed on Euronext since 1999, the AURES Group is an IT manufacturer of complete ranges of hardware solutions for the POS (point of sale and point of service, including catering and hospitality businesses) and the Integration sectors (Kiosk and OEM products).

The systems designed and developed by the Group are intended for IT management, till functions and digital marketing at the POS (supply of touch systems, professional tablets, Retail PCs and Panel PCs, screens and monitors for digital and multimedia displays, interactive kiosks).

With corporate sales of €85.6 million for 2017, 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 75+ countries.

<https://www.linkedin.com/company/ares-technologies/?originalSubdomain=fr>

<https://www.facebook.com/AURESGroup/>

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