ADVANTECH-AURES UK Debuts at Retail Technology Show 2025 Following October 2024 Acquisition

London, UK – March 10, 2025 – **ADVANTECH-AURES UK** is thrilled to announce its participation in the upcoming Retail Technology Show 2025, marking its inaugural appearance since the strategic acquisition of AURES Technologies by Advantech in October 2024. The event is scheduled for April 2nd & 3rd, 2025, at ExCel London.

The merger has led to the formation of the ADVANTECH-AURES brand, combining AURES' 35-year legacy in POS and KIOSK product innovation with Advantech's global leadership in AIoT and intelligent systems. This collaboration aims to deliver a broader range of high-quality, design-focused, and integrated AIoT solutions to the retail and hospitality sectors.

At the **Retail Technology Show 2025**, ADVANTECH-AURES UK will showcase its latest advancements, including:

- **Extended POS Solutions:** Demonstrating faster, more reliable point-of-sale systems designed to meet contemporary retail demands.
- **Customizable Self-Service KIOSKs:** Presenting self-checkout options that enhance customer satisfaction and streamline in-store experiences.
- **Logistics & Inventory Management Tools:** Featuring solutions that ensure efficient goods reception and inventory management, leveraging Advantech's expertise in logistics.
- **Management & Visualization Systems:** Offering digital signage solutions that provide real-time insights and seamless operational control.

This participation underscores ADVANTECH-AURES UK's commitment to driving innovation and supporting retailers in navigating the evolving technological landscape. Attendees are invited to visit our booth to explore how our integrated solutions can transform retail operations and enhance customer experiences.

About ADVANTECH-AURES

https://www.advantech-aures.com/fr/

Formed following Advantech's acquisition of AURES Technologies in October 2024, ADVANTECH-AURES designs, develops, and manufactures IT hardware solutions for all point-of-sale and service sectors. With a global presence spanning Europe, the UK, Australia, and the USA, the brand is dedicated to delivering innovative POS and KIOSK systems that meet the dynamic needs of the retail and hospitality industries.

About Advantech

https://www.advantech.com

Advantech, established in 1983, is a global leader in IoT intelligent systems and embedded platforms. The company is committed to enabling an intelligent planet by providing IoT hardware and software solutions that empower business partners and clients to connect their industrial chains. With a workforce of over 8,800 employees and operations across approximately 100 regional sites, Advantech achieved a revenue of USD 2.07 billion at the end of 2023.

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