

CITIZEN

CITIZEN SYSTEMS AMERICA CORPORATION

363 Van Ness Way, Suite 404
Torrance, CA 90501
(310) 781-1460 Fax (310) 781-9152
www.citizen-systems.com

FOR IMMEDIATE RELEASE

Citizen Launches stylish, high performance 3-inch receipt printer for Retail, Hospitality and General Point-of-Sale usage

TORRANCE, Calif. (August 1, 2017) – Citizen Systems America Corporation, a leading manufacturer of world-class printing technology, has launched its latest POS offering that delivers high performance operation in a stylish new 3-inch receipt printer: The CT-E351.

Measuring just 4.25” high, the compact new unit has been developed in line with the revolutionary design of Citizen’s recently launched 2-inch receipt printer, the CT-S251. Both products feature the unique and contemporary design that is ideal for users who value modern aesthetics and are looking for a sophisticated printer to suit modern shops, bars, and restaurants. The CT-E351 fits seamlessly in small spaces, provides an efficiently small counter footprint, and the top loading design means that media can be quickly “dropped-in.” The CT-E351 also features front exit printing at a resolution of 203 dpi for receipts with either full or partial cutting for 2-inch or 3-inch wide paper rolls. The CT-E351 delivers print speeds of up to 250mm per second allowing for faster transactions and more effective queue management.

For communications flexibility, the CT-E351 offers integral USB 2.0 interface and optional Serial RS-232 or Ethernet connectivity to allow users to easily connect with their LAN. The CT-E351 is also available in stunning black or pure white color options to offer ultimate aesthetic blending into the user environment.

CITIZEN

The development of the CT-E351 continues the stylish approach Citizen is providing to Point-of-sale printing installations. The new printer is the first 80mm model in the new series of POS printers designed to enable highly efficient and quality printing in environments that demand stylish, elegant, and sophisticated equipment. Despite its premium build and impressive aesthetics, the CT-E351 is an entry class printer and is therefore highly cost effective – it's the perfect supplement to the popular and similarly priced CT-S310II.

“After receiving such positive feedback on our visually appealing 2-inch CT-S251, we are pleased to continue the aesthetically pleasing and easy to use family offering with the 3-inch entry level model” says Glenn Williams, VP of Corporate Strategy & Alliances. “The CT-E351 is not only value priced and footprint friendly, but, most notably, it does not compromise on performance which gives businesses a cost effective, quality solution no matter what the application.”

All CT-E351 product variations are immediately available for ordering.

About Citizen Systems America

"Citizen Systems America" is the America subsidiary of Citizen Systems Japan - the electronic products affiliate of Citizen Holding Co. Ltd., Japan, the world renowned manufacturer of fine watch timepieces. Citizen headquarters is located in the greater Los Angeles area, California.

Citizen develops and markets Printers for point-of-sale, industrial solutions, barcode and label, portable and general thermal technology usage applications. Citizen products provide Thermal, solutions for packaged and OEM printer mechanisms that are used in a variety of industries including, retail, manufacturing, food service, healthcare, banking and many more.

For over four decades, Citizen products have set the standard for performance, reliability and

CITIZEN

value in the marketplace. For more information, please visit Citizen Systems America's website at: **www.citizen-systems.com**.

Editorial Contact:

Kate Orara, Manager of Marketing & Key Accounts

Citizen Systems America Corporation

Phone: 310.781.1460

korara@citizen-systems.com

- E N D -