



NEWS RELEASE

HP Launches Innovative Retail Solutions for Small Businesses

GENEVA, January 10, 2019 – HP Inc. today announced innovative new solutions designed to meet the unique needs of small and medium-sized retailers and hospitality operators.

The new HP Engage One Prime expands HP's portfolio of point-of-sale systems with an all-in-one solution optimized for SMB retail and hospitality businesses.

Small retailers want affordable, highly reliable and easy to manage systems with the same elegant design of those used by their larger enterprise counterparts. Additionally, counterspace is at a premium so they need point-of-sale systems that are compact and include essential peripherals that leave their counters clutter free.

"To effectively compete in today's market, small and medium-sized retailers and hospitality operators need more than a cash register and a storefront," said Natasja Andringa, EMEA Business Unit & Sales Manager, Retail Solutions, HP Inc. "Smaller retailers want solutions that enable them to improve customer experiences in their retail and hospitality environments and HP Engage One Prime is built to meet their needs."

Premium design meets affordability

HP Engage One Prime is a sleek, affordable all-in-one point of sale solution designed to meet the needs of smaller businesses. HP Engage One Prime is ready to run quickly, integrates seamlessly with popular software and payment services¹ and has the reliability and security that retail businesses need.

- **Beautifully appointed yet affordable.** Available in black or white, complement modern aesthetics with a sophisticated all-in-one designed for the cost-conscious. Maximize counterspace with clean cable management and the flexibility of the 14-inch diagonal Full HD touchscreen that comfortably tilts and easily flips between associates and customers. An optional integrated customer-facing display is available on select models.
- **Easy to set up.** Experience business-ready simplicity with built-in peripherals like a magnetic stripe reader and NFC to authenticate associates, and a camera-based scanner to scan QR codes and merchandise. Do even more with optional peripherals² such as a receipt printer, barcode scanner, fingerprint reader for added security, cash drawer, and iButton[®] reader. Enjoy the flexibility of a point-of-sale system that integrates seamlessly with popular third-party point-of-sale software and payment services¹ from HP Partners.

¹ Complete solutions including retail software and payment processing service available in select regions only

² Peripherals sold separately. iButton[®] available in select regions.



- **Reliable performance.** Blaze through busy shifts with a system that includes the Android™ 8.1 OS which comes with an added layer of security, a powerful multi-core heterogenous Qualcomm® APQ8053 processor and your choice of CPU speed, memory, and storage. Focus on customers and business goals, instead of technical support, with the reassurance of an included one-year HP limited warranty; extend protection with Care Packs up to three years³.

HP will also work with other select payment provider partners globally, as well as select independent software vendors (ISVs) to bundle point-of-sale software solutions with HP Engage One Prime.

HP Engage One Prime is expected to be available in February 2019 from HP and the company's global network of authorized point-of sale partners. Additionally, retail ISVs including talech, Wynd, Systopia, Extenda Retail and Protel plan to support the solution.

About HP

HP Inc. creates technology that makes life better for everyone, everywhere. Through our product and service portfolio of personal systems, printers and 3D printing solutions, we engineer experiences that amaze. More information about HP Inc. is available at <http://www.hp.com>.

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³ HP Care Services are optional. Service levels and response times for HP Care Packs may vary depending on your geographic location. Service starts on date of hardware purchase. Restrictions and limitations apply. For details, visit www.hp.com/go/cpc. HP services are governed by the applicable HP terms and conditions of service provided or indicated to Customer at the time of purchase. Customer may have additional statutory rights according to applicable local laws, and such rights are not in any way affected by the HP terms and conditions of service or the HP Limited Warranty provided with your HP Product.