



# Star Micronics

Approx. **15 min**  
(14 slides)



Confidential



*Always Leading - Always Innovating*

May. 16<sup>th</sup>, 2017

# Koji Miura

**<Section>**

**Small Printer Dept.**

**R&D Sec.**

**Business Development**

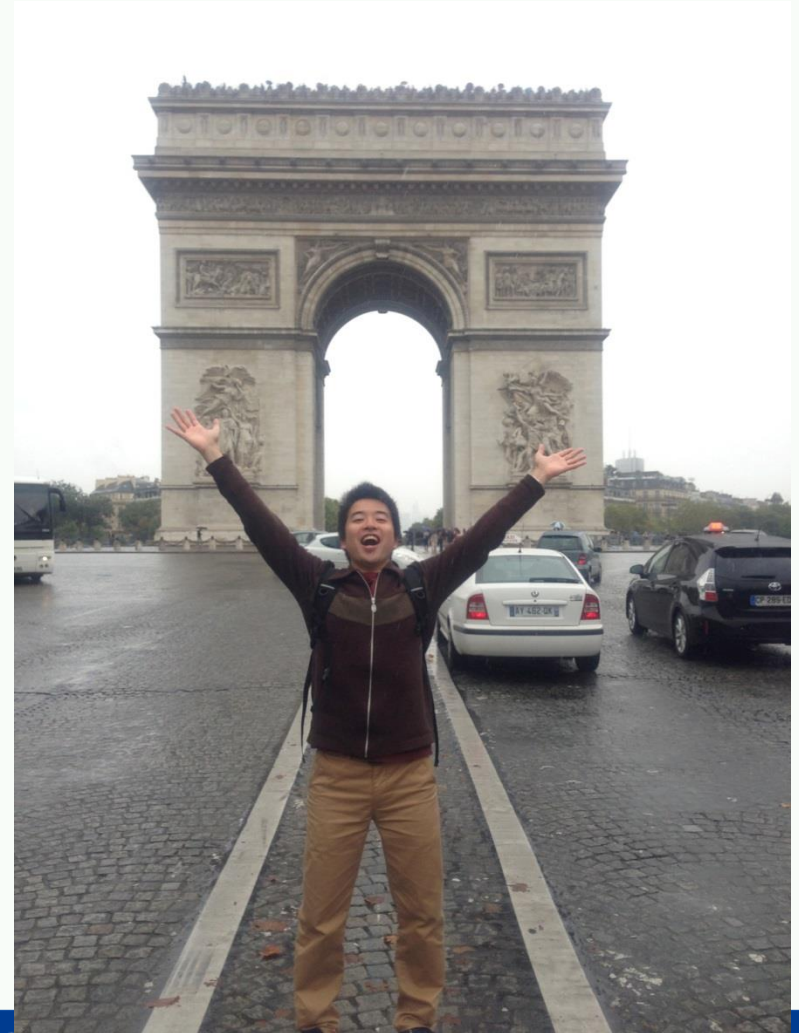
**<Engineering>**

**Embedded programing,**

**Middleware(Driver)**

**program,**

**Web programing**



# 66 Years of Innovation





## <Automatic Lathes>



## <Small Printers>



## <Precision Products>

# Legacy POS Printer Share

**No. 2**  
\*Worldwide

# Mobile POS Printer Share

**No. 1**  
\*USA /  
Japan





## POS Market Pyramid

Traditional  
POS



PC-  
POS



ECR



Corporate  
Stores

Franchise Shops

Multiple Local Shops

Single Shop

Farmers Market, Flea Market  
Ebay, Mall Kiosk

Garage Sale, DIY  
Consumer

**mPOS Market**  
has been generating here.

**mPOS**



**mPOS  
Potential  
Market**

**mPOS  
Potential  
Market**

Keeping up with the trend of Smartphone/Tablet market **1<sup>st</sup> IN** !

Many **Innovative Solutions** to mPOS Market !



**MFi Certified** Printers to the market at first stage !

Multiple Lineups (**12** lineups)



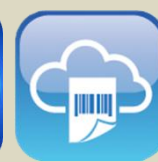
Apple™

Easy-to-use **SDK** is available for **Free** !

**Easy** Setup ! (User Friendly Utility / All-in-one Package)



**Original Software services** such as  
**WebPRNT, PassPRNT, AllReceipts**



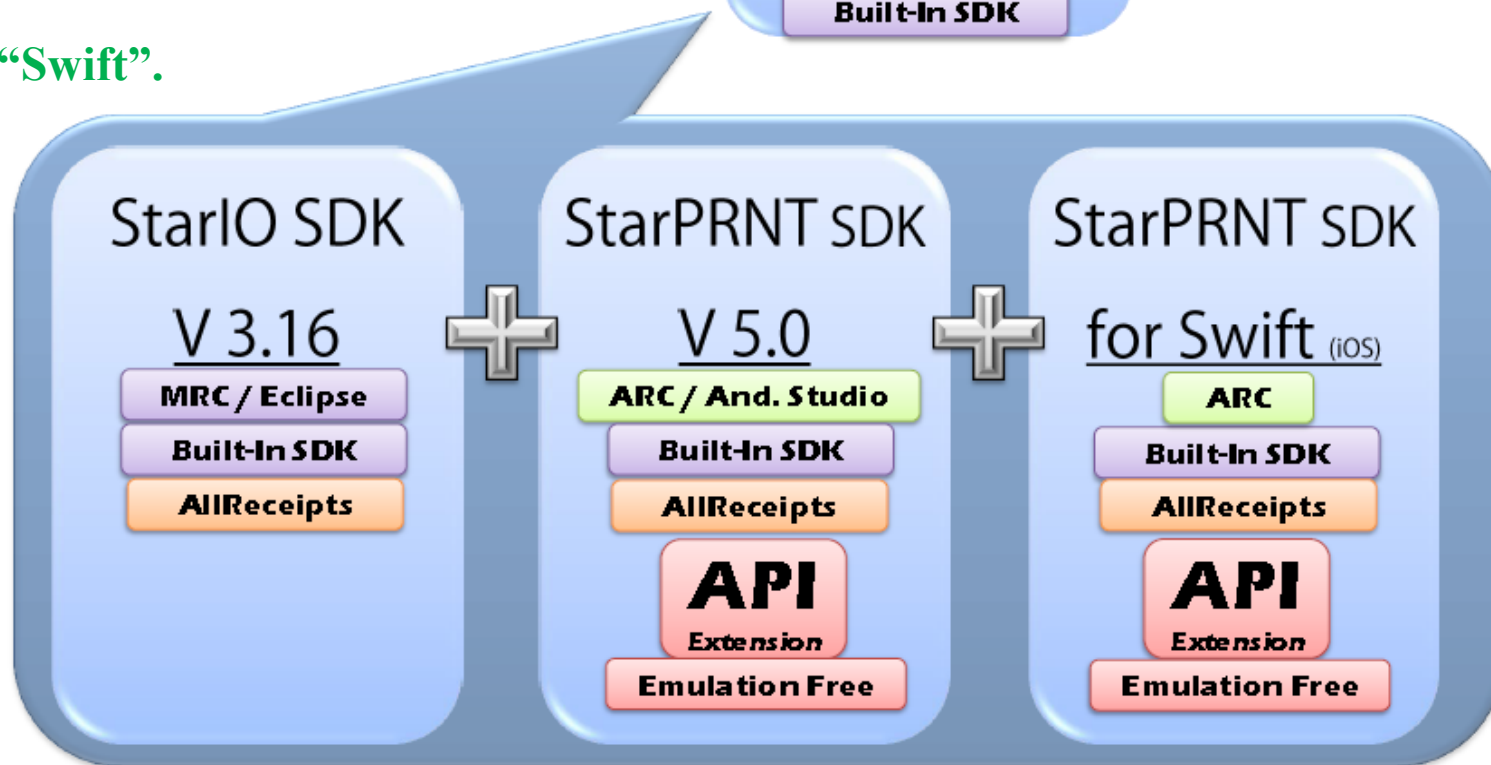
Star Printer becomes the **De-Facto standard** in mPOS market !

We need to expand it to the **World Wide** market !

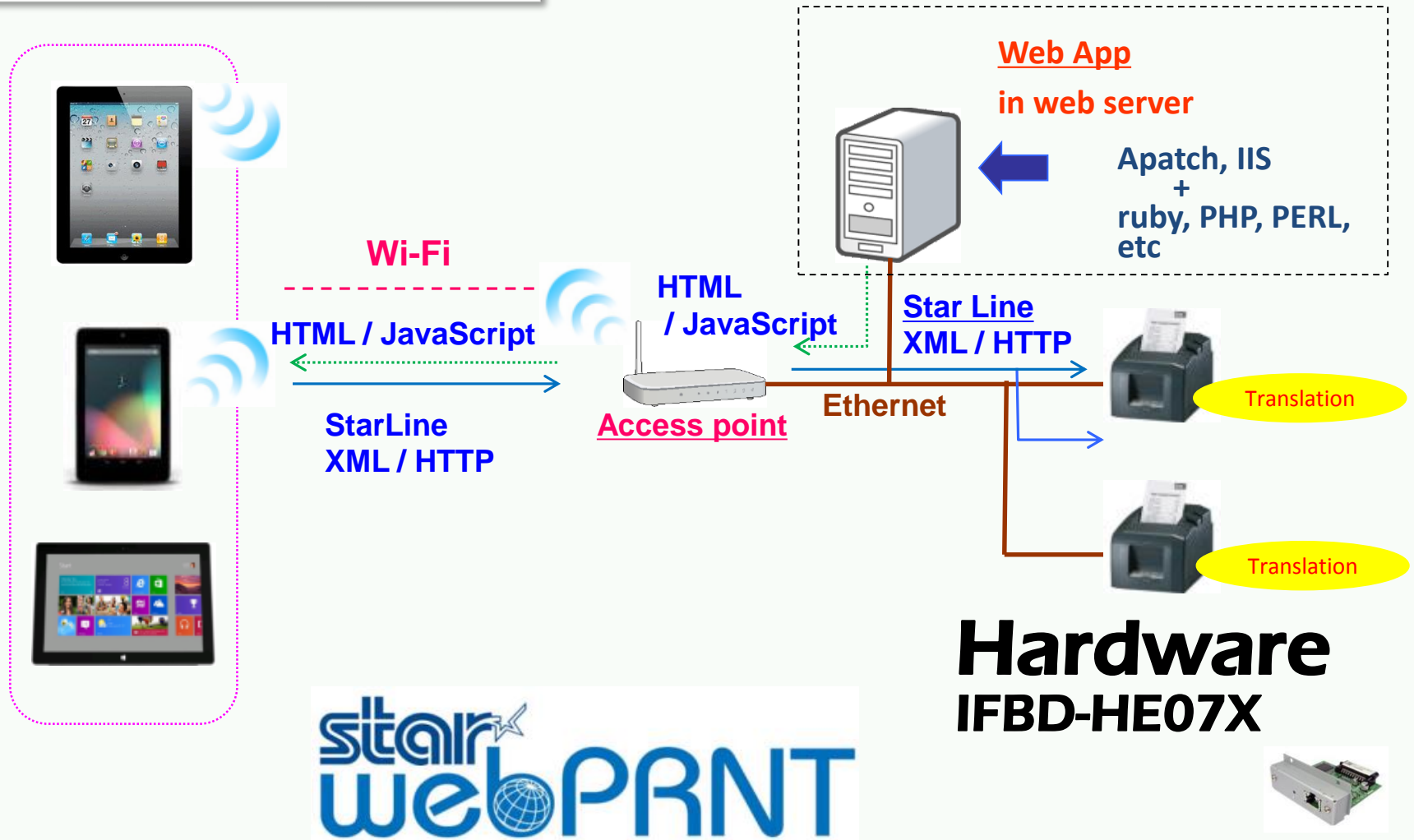
## STAR SDK



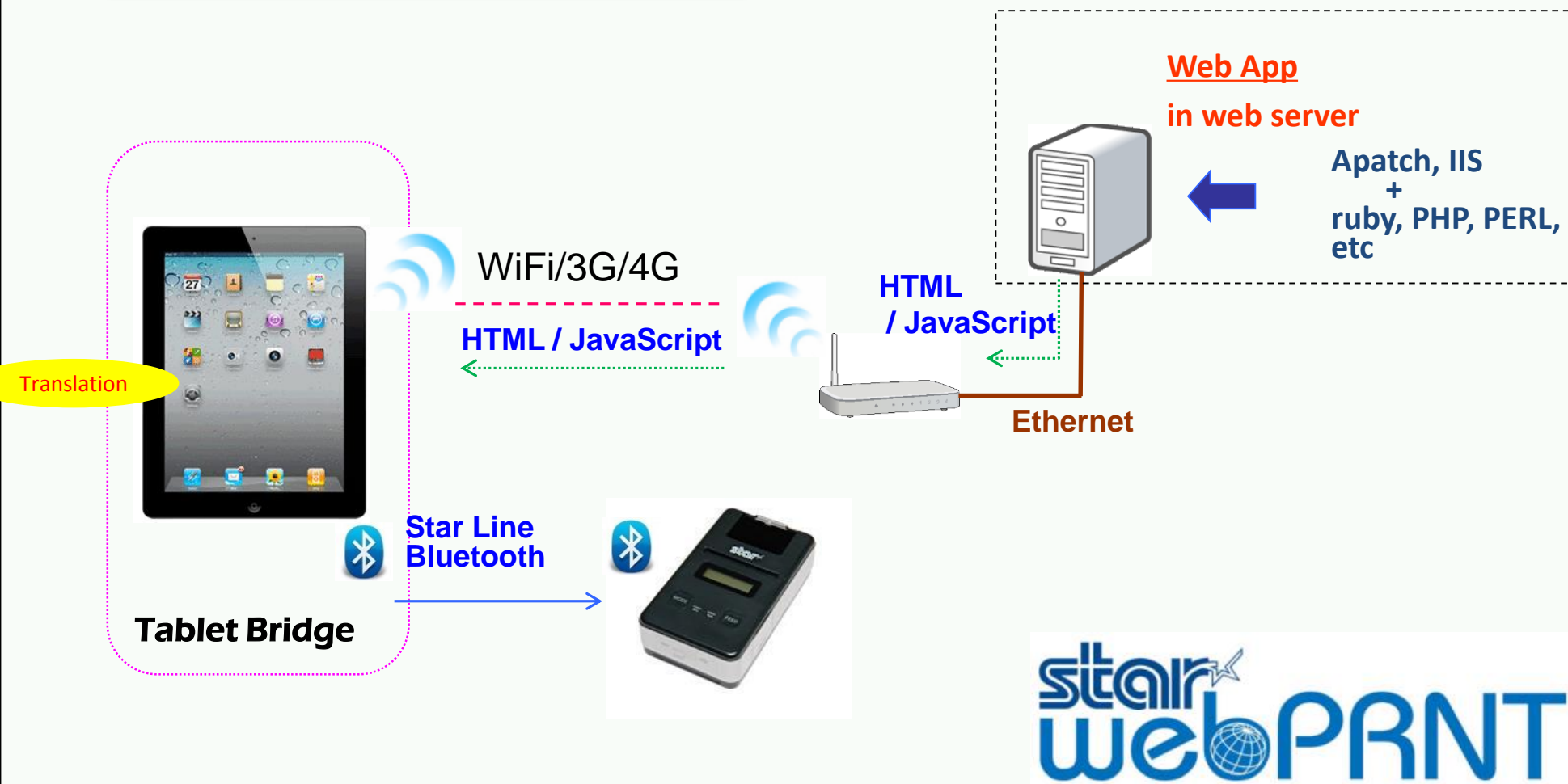
1. Support all main models and I/F.
2. Support not only “API” but also plenty of “Source Code”.
3. Support “Swift”.



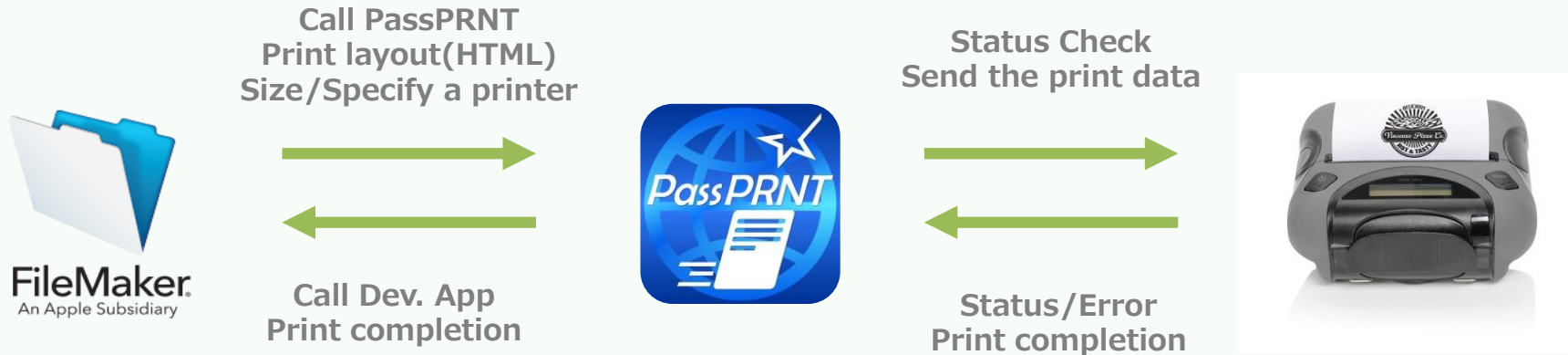
## STAR WebPRNT



## STAR WebPRNT



## STAR PassPRNT



**0. The Developer makes the print layout by HTML.**

**1. The Developer's App call PassPRNT by URL scheme.**

**2. The App sends the print layout and specifies the print size, the printer type and so on.**

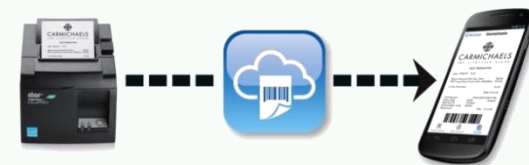
**3. PassPRNT converts the print layout into the raster data and performs print processing.**

**4. After finishing the process, PassPRNT call the App by URL scheme.**

**\*Process "2" can be set by PassPRNT (The user can set these items.)**

# Why Successful ??? What makes Star No.1?

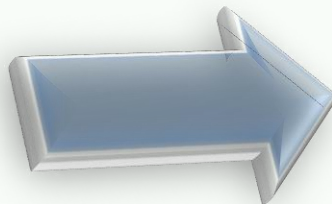
STAR AllReceipts



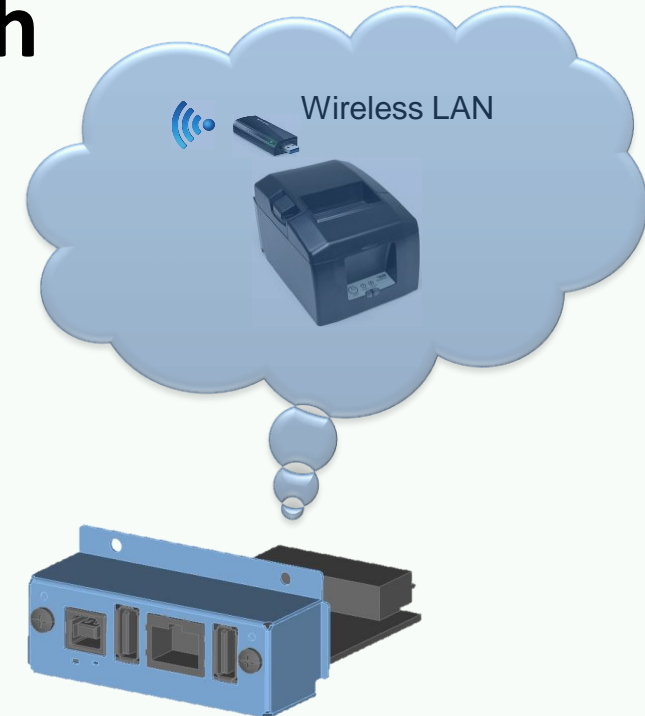
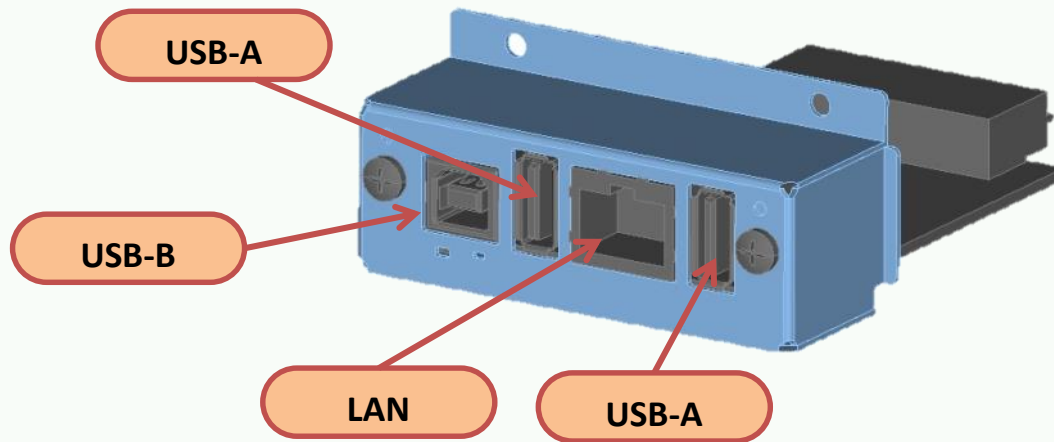
## Digital Receipts is provided by AllReceipts Service



## AllReceipts



## 5. Current Situation / Our Wish



*Thank you.*

