

@pos, Inc.



Getting the Word Out

@pos is a market leader in secure, interactive electronic transaction technologies. They see their press releases and media communications as a critical element of the company communications program. They know the necessity of keeping the media and the industry informed in a clear and concise manner.

Extending the @pos Marketing Group

@pos selected focusONE to augment and extend their small but talented, in-house marketing group. focusONE also worked closely with @pos to create a company backgrounder that would clearly tell the company's story. The backgrounder was created to provide media, customers, or potential investors with an interesting snapshot of @pos, its products, and market directions.

focusONE Delivered

- Clear and concise press releases.
- Well-constructed backgrounder that told the @pos story.
- Ongoing media advice and recommendations.

Business Benefits

Well-written press releases and other company information tell the media, customers, partners, and investors that @pos is truly a market leader who is on track and focused toward building a successful company. Presenting company news with logic and imagination helps @pos to stand out in the flood of media communications documents that are sent out each day.

Utilizing focusONE to augment their own marketing communications group, gives @pos the advantage of being able to tap into a wealth of knowledge and experience when they need it. This arrangement gives @pos the advantage of being able to expand their marketing resources to meet the needs of any size project with just a phone call.



“focusONE’s media communications experience and knowledge extends and enhances our capabilities,” said Tammy Smith, Marketing Communications Manager for @pos.

“When things get busy, we need help. focusONE does great work. I get a quick turn-around and they patiently work with me to capture what @pos really wants to say. It’s like they really are part of our company. They always have our best interests in mind and care about how we represent ourselves. focusONE is also very flexible and as our communications needs change, they quickly adjust and make the experience and expertise I need available right away. They help me make @pos look good.”



About @pos

@pos (OTC BB:EPOS) is a leader in secure, interactive electronic transaction technologies. The company delivers technologies that include signature capture pads, web-enabled platforms, smart card interfaces, and encryption engines supporting DES and Triple DES, in addition to offering an extensive suite of software tools. @pos currently markets its products to the retail, government, and banking segments for applications that include electronic signature capture, debit transactions, and credit payments.

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About focusONE Marketing Integration, Inc.

focusONE is a marketing consulting company specializing in strategic marketing and integrated marketing programs for high technology companies.

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