

## **Announcing native Microsoft Windows driver support for fast, high-quality IBM SureMark Printers**

By offering native Microsoft® Windows® driver support for IBM SureMark™ Printers, IBM makes it easier for you to enable a broader scope of IBM products and implement a total IBM solution. This helps your clients take advantage of the renowned features and benefits of IBM SureMark Printers in their Native Windows environments. With Windows driver support, SureMark Printers integrate with your clients' existing applications, protecting their investments. Plus, clients can update firmware for their SureMark Printers via free downloads on the Web ([www.ibm.com](http://www.ibm.com)), helping to ensure they're using the latest printer technology and functionality.

Designed specifically for the retail environment, single- and dual-station IBM SureMark Printer models deliver fast thermal receipt printing — plus impact printing for forms and documents. In addition to providing exceptional durability and reliability, SureMark Printers can help your clients:

- *Deliver superior print quality* — TrueType fonts enable newspaper-style printing with proportional, scalable characters that attract customers' attention and improve the readability of targeted marketing messages.
- *Enhance marketing and simplify returns/exchanges* — Customize receipts with marketing messages and include barcodes to streamline return and exchange processes without slowing print speeds.
- *Reduce maintenance challenges* — SureMark Printers are built with a simple, snap-together design, making them easier to service.
- *Speed transactions* — SureMark Printers store logos and barcodes in flash memory, so they can be generated automatically, helping to shorten total transaction times.

Dual-station SureMark Printers also feature optical character recognition (OCR) technology, enhanced MICR reading and electronic check imaging, enabling you to implement cost-effective electronic check conversion (ECC). And single-pass check handling, conventional MICR reading, check endorsing and check flipping help accelerate check processing and decrease customer wait times.

### **Relying on experience**

Working with IBM, you and your clients can reap the benefits of our comprehensive retail industry knowledge. We bring a proven track record of success, leadership and innovation forged through 30 years of global experience and leading technology to provide the value of an end-to-end retail solution.

### **For more information**

To learn more about IBM SureMark Printer solutions with native Microsoft Windows driver support, contact your IBM representative or visit:

**[ibm.com/industries/retail/store](http://ibm.com/industries/retail/store)**