



# BlueStar to Distribute New Elo TouchSystems 17-in. LCD Touchmonitor from Tyco Electronics

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PR9.NET January 17, 2008 - Florence, KY - BlueStar, the leading innovator in solutions-based distribution for Auto ID, Point-of-Sale, RFID and Mobility products, is announcing its distribution of the new Tyco Electronics Elo TouchSystems 1729L. This 17-in. LCD integrated multifunction touchmonitor is designed for POS applications.

The Elo TouchSystems 1729L 17-in. 1280 x 1024 resolution LCD touchmonitor is a solution designed for POS applications. It features optional peripherals that can easily be integrated into the 1729L's compact design. A choice of up to three optional peripherals can be installed, including: a magnetic stripe reader; vacuum fluorescent, rear-facing LED customer display; biometric fingerprint recognition device; and speaker bar with/without a built-in single or omni-directional barcode scanner. Additional available features include: AccuTouch Five-Wire Resistive Technology; IntelliTouch Surface-Wave Technology; and choice of desktop, wall, or VESA mount.

In addition, customers can now add a field-installable MSR to the popular Elo TouchSystems 1515L 15-in. LCD touchmonitor part numbers.

"We believe the 1729L is a great addition to our touchmonitor portfolio. The new look and feel delivers advanced specifications in a compact, flexible design that is very appealing for a retail environment. The field installable peripherals are easier for our customers to upgrade and expand functionality. I believe this product separates us from the other 17-inch retail offerings. In addition, with our streamlined channel focus, our resellers will be able to improve their profitability and give their customers a great experience with the new 1729L touchmonitor series," says John Dittig National Channel Sales Manager.

"This new Elo TouchSystems touchmonitor is a great addition to BlueStar's line-up of POS applications," says Mark Fraker, BlueStar's VP of Marketing.

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## About BlueStar

BlueStar is the fastest growing distributor of POS, Auto ID, RFID, and Mobility products with offices throughout the USA, as well as in Latin America and Canada. We provide a variety of direct avenues for Vendors to inform and guide their VAR Partners in growing their businesses with both educational and business-development services.

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