Hewlett-Packard Company
3000 Hanover Street
Palo Alto, CA 94304

hp.com

News Advisory

HP Unveils Powerful All-in-One Retail System

New HP RP7 offers sleek, low-profile design and intuitive touch capability

Editorial contacts

Karin Taylor, HP
+1 408 447 0389
karin.taylor@hp.com

Megan McFarland
Edelman for HP
+1 650 762 2993
megan.mcfarland@edelman.com

www.hp.com/go/newsroom

PALO ALTO, Calif., May 9, 2012 — HP today announced the HP RP7, a powerful all-in-one retail solution featuring an intuitive touch interface and the ability to customize it to fit a retailer's exact needs.

HP also announced the HP L6015tm and HP L6017tm Retail Touch Monitors, which offer a sleek, modernized design in associate-facing displays.

The HP RP7 provides associates with all the capabilities of a traditional retail system in a streamlined design that fits effortlessly into any retail environment. It is powered by Quad-core 2nd Generation Intel® Core™ processors with Intel vPro™ Technology and is ENERGY STAR®-qualified to ensure maximum performance.[1]

"The HP RP7's highly customizable features allow it to easily integrate into various retail environments enabling retailers to provide a more engaging and seamless shopping experience to consumers," said Ray Carlin, vice president, Retail Solutions, HP. "*The RP7 is an exceptional addition to HP's portfolio of POS solutions."*

Built for great flexibility, the HP RP7 allows customers to choose the features that best fit their needs including system mounting and screen size options. Customers can also choose from a touch screen with intuitive projective capacitive technology enabling a similar experience as most smartphones and tablets or a resistive touch technology.

New displays offer retailers new options

The HP L6015tm and HP L6017tm Retail Touch Monitors feature intuitive and familiar Projective Capacitive touch technology. The 15-inch and 17-inch displays offer maximum usability and durability, and its flush-glass design offers a sleek modernized appearance.

HP also introduced the 10-inch diagonal non-touch HP L6010 Retail Monitor,[2] designed for use as a customer-facing display for order verification or promotional activities or as an associate-facing display in space-constrained environments.

Peripherals complete the solution

Retailers can customize the HP RP7 and HP L6015tm and HP L6017tm Retail Touch Monitors to maximize valuable counter space by adding optional peripherals that can be easily integrated on all four sides of the display: [3]

- Fingerprint Reader to provide additional security at the point of service
- Magnetic stripe reader that enables credit card transactions or loyalty card integration without adding clutter to the retail work space
- Webcam to support personalized customer interface with online/remote customer service representatives in a kiosk setup

Availability

The HP RP7 Retail System and monitors are expected to be available in August.

Pricing information is available from local HP sales representatives or authorized HP resellers.

About HP

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(1) Select configurations only.
(2) Monitor comes standard as head only. HP Dual Position L6010 Stand (A1X79AA) is available for separate purchase.
(3) Each sold separately. HP does not support the use of any other standard USB device beyond the HP Retail Integrated Fingerprint Reader (QZ672AA), HP Retail Integrated Dual-Head MSR (QZ673AA), and HP Retail Integrated Webcam (QZ700AA).

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