

## Two Case Studies and a Prestigious Award for Clientron's Ares650 POS Terminal



For nearly 40 years, Clientron has been one of the world's leading designers and manufacturers of highly integrated embedded systems. Our engineering excellence and love of solving real-world problems have made us a valued partner for customers all over the globe.

When designing our Ares650 point-of-sale (POS) terminal, we set out to produce a device that would excel in every conceivable respect. The case studies summarized below detail the difference the Ares650 has made for successful clients in Singapore and Moscow. It can do the same for your retail operation, as well.

The Ares650 has been so successful that it secured a prestigious Taiwan Excellence award for Clientron in 2016. Our Ares650 stood out among more than 1,000 competing products to take the prize for its outstanding value, innovative design, overall quality, and more. Choose our Ares650 POS terminal or another Clientron product, and you will see why so many worldwide view us as the best in the business.

### ***Clientron's Ares650 Hits the Spot for Singapore's Top Bak Kut Teh Shop***

Singapore is a food-loving country where delicious meals can be savored within a stone's throw of almost any street corner. One of the nation's most iconic dishes is a concoction called "bak kut teh" that sees rich pork ribs being simmered for hours in a broth energized by spices like cloves, cinnamon, and star anise.

Near the Singapore River on South Bridge Road stands the busiest of six locations operated by a particularly well-known bak kut teh restaurant group. Customers who stop in for a hearty serving of soup expect highly responsive service to be provided in a contemporary, appealing setting.

Our Ares650 POS terminal was the perfect match for this highly regarded bak kut teh purveyor's needs. Its sleek, stylish enclosure takes up little space, adding to the compact restaurant's ambiance without ever getting in the way.



Singapore's frequently warm, humid climate can pose problems for other POS terminals. Thanks to its power-efficient Intel Bay Trail processor and other features, our Ares650 never breaks a sweat. Its passive cooling system does a great job of dissipating heat without adding a potential point of failure the way a fan would.

IP64-rated protection from water and dust makes the Ares650 just as rugged and reliable in other important respects. Bustling, fast-paced food-service environments can be stressful for POS terminals, but the elegant Ares650 shrugs off everything patrons, servers, and anyone else can throw at it.

Our designers equipped the Ares650 with a bezel-free screen that enhances its appearance while also being exceptionally easy to clean. A quick wipe every so often keeps the Ares650 looking great even after being touched by fingers slick from picking through bowls of unctuous bak kut teh.

An optional screen measured at 6 Mohs of hardness makes the Ares650 almost impervious to scratching. As the [case study on our website](#) makes clear, Singapore's leading bak kut teh restaurant has found the Ares650 to be the perfect POS solution. We're proud of how well the Ares650 performs in this especially demanding, high-volume environment.

### ***Our Ares650 Wows Shoppers and Salespeople Throughout Moscow***

Moscow is a truly cosmopolitan city, and shoppers there love to browse and buy the wares of international brands. A multinational French retailer carried out plenty of research and discovered that Clientron's Ares650 was the ideal POS solution for its chain of retail stores in Moscow.

That important client praises the way the Ares650 delivers so much performance for such a reasonable price. The sleek, graceful lines of our Ares650 terminal mesh perfectly with the carefully crafted interior designs of the chain's shops.



The eminently reliable Ares650 remains ready to ring up sales even after other POS terminals would go down for the count. This allows our client in Moscow to maintain a consistently high level of customer service that fosters loyalty and lots of repeat business.

Our Ares650 has now been delivering these kinds of results at the client's Moscow-area stores for years running. That level of time-tested, field-proven excellence is something we strive for with every Clientron product. It is another reason why so many retailers worldwide trust and praise our brand.

### ***A Winner of the Taiwan Excellence Award***

In 1993, Taiwan's Ministry of Economic Affairs began giving out awards highlighting the best products the country produced each year. The Taiwan Excellence awards have since become widely regarded as the most prestigious to be bestowed on "Made in Taiwan" products. Taiwan Excellence honors are granted only to products that excel in terms of value, research and development, quality, and marketing.

Facing off against more than 1,100 offerings from 400-plus Taiwanese companies, our Ares650 POS terminal [won a Taiwan Excellence award](#) of its own in 2016. The judges were impressed by its fully integrated design; slim, space-saving enclosure; fan-free cooling; and ease of use.

The Ares650 also received praise for the easily interchangeable I/O board setup that makes it one of the most flexible terminals on the market. Ready to be mounted almost anywhere, our Ares650 opens up options that other products could simply not support.

All of these features and others helped the Ares650 rise above so much competition to win one of Taiwan's most prestigious honors in 2016. While we at Clientron do not necessarily focus on winning awards, our commitment to doing everything possible for our clients tends to attract them, regardless.

## ***Ares650 is the Perfect POS Solution for Your Business***

Choosing the right POS terminal for your restaurant, shop, or other retail operation will always make doing business easier. Our Ares650 has proved to be the perfect choice for clients all over the world and a favorite of the Taiwan Excellence award jurors.

Whatever you value the most in a POS solution, the Ares650 has what it takes to impress you. It is rugged and elegant, powerful and power-efficient, flexible and easy to use. With the introduction of the Ares650, we proved that many compromises found in other POS terminals could be avoided.

Visit [our website](#) to read the case studies described above and learn more about why so many see the Clientron Ares650 as the perfect POS terminal. Contact us now to start writing a point-of-sale success story of your own.

### ***About Clientron***

Clientron was founded in 1983. The company is dedicated in providing highly integrated embedded solution to our clients worldwide. With more than 35 years experiences in design, manufacturing, and after-sales-service, Clientron offers high quality and technology leading solutions, including POS, Kiosk, Thin Client and Automotive Electronics. Clientron commits to continuously providing the engineering excellence towards innovative solutions and best services to global partners and customers. Visit us at [www.clientron.com](http://www.clientron.com).