



New HP POS with Marketing Finesse

LAS VEGAS – The new HP MX10/ElitePad 1000 POS system featuring the fully integrated SkyWire POS and Mobile Connect mobile marketing platforms will be featured at the Nightclub and Bar Show in March 2014.

HP's MX10 system is designed to be sleek and efficient, taking up less counter space than a traditional POS system. By integrating the ElitePad 1000, and fully incorporated SkyWire software, you can check inventory and take orders at the counter or anywhere in the store by simply snapping the mobile device on or off the stand.

The HP ElitePad 1000 is the total business solution and starts at only \$739.

Designed for flexibility, the ElitePad 1000 will feature full-sized HDMI ports, a bevy of accessories and features that could make the device a laptop replacement.

Some of the key stats for the ElitePad 1000 G2:

- 9.2 mm thick;
- 1.5 pounds;
- 64-bit Intel processors;
- Touch, pen or voice input;
- Dual cameras;
- Enterprise IT integration tools.

HP has partnered with SkyWire, Inc. to make a fully integrated mobile-marketing-centric system, known as Mobile Connect, that is sure to help restaurateurs not only save time and money, but can also take orders, assist in alleviating wait times, as well as sending out marketing campaigns while tracking the results from anywhere.

This makes the MX10/ElitePad 1000, featuring SkyWire POS and Mobile Connect the first, most advanced, and fully integrated marketing POS solution for the hospitality industry. It is anticipated to be a big attraction at NCB and will be featured at Booth 1311 for visitors to play with.

For more info please visit:

<http://www.skywire.com/solutions/skywire-point-of-sale/>

About SkyWire -- SkyWire, Inc. is a nationwide Hospitality Solutions provider, SMS Mobile Marketing and Mobile Application Development company as well as a cutting edge Mobile Content Enabler (MCE). SkyWire's Mobile Connect™ Product Suite is designed to reduce marketing costs, generate revenue and enhance guest service. Mobile Connects™ modular solutions include: Mobile Connect™, Rooms Connect™, Table Connect™, Progressive Connect™, Poker Connect™ and Emergency Connect™. In addition, SkyWire also develops mobile applications and provides Workforce Dynamics™, an integrated Time and Attendance labor management solution. For more information, visit www.skywire.com.

About HP — (www.hp.com) — Hewlett-Packard Company or HP is an American multinational information technology corporation headquartered in Palo Alto, California, United States. It provides hardware, software and services to consumers, small- and medium-sized businesses (SMBs) and large enterprises, including customers in the government, health and education sectors.