

PRESS RELEASE

Integrated IP EFTPOS - the way forward for small business

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Tower Systems today announced its strategic partnership with Tyro Payments to provide a state-of-the-art IP EFTPOS platform that is fully integrated with Tower point of sale systems.

Integrated IP EFTPOS means the POS communicates directly with the EFTPOS terminal via internet protocol to provide a swift, more affordable and highly secure card payment system to streamline your business and lower your operating costs. For merchants already operating Tower POS, the transition to integration is quick and easy.

With integrated IP EFTPOS there is no more manual entry on the terminal, internal fraud is reduced and dial-up line costs are eliminated. Transaction approval time is, on average, below 4 seconds and the customer walks away with one inclusive receipt.

The Tyro facility processes credit, debit, EFTPOS, gift and loyalty cards. It offers dynamic currency conversion for international cards and a secure, online reporting system allowing merchants to track transaction data in real time.

Tower Systems Managing Director, Mark Fletcher comments, "The integration of Tower POS with Tyro EFTPOS is a great opportunity for our merchants to expand their competitive edge. Part of our mission is to cut EFTPOS fees for merchants and Tyro's rates are highly competitive. We're thrilled to be able to offer this innovative product to our customers."

Garry Duursma, Vice President of Sales and Marketing at Tyro Payments says, "Integrated IP EFTPOS is the way forward. Unlike the big banks, Tyro is not hindered by legacy technology. We bring innovation and efficiency to transactions and at the same time help merchants to minimise fees and lower their overall bottom line."

About Tower Systems

Founded in 1981, Tower Systems serves over 2,500 retailers in specialised retail industries. The company also operates six retail businesses as live testing & development sites.

About Tyro Payments

Tyro is the first new entrant into the Australian payment space in over 10 years. As the only fully independent acquirer, Tyro is not in the business of issuing cards and is therefore not conflicted in serving the merchant. It is a Specialist Credit Card Institution operating under the supervision of the Australian Prudential Regulation Authority.

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