The HUDSON Group

Thermal Printer & Credit Card Reader For BlackBerry®

The BlackBerry® has proven to be one of the most prevalent and user-friendly mobile communication and PDA tools available today. The Hudson Group has found yet another way to make this peripheral even more functional and versatile for those ground transportation providers who are currently using, or thinking of using these powerful communication and mobile computing devices: a portable integrated thermal printer and integrated credit card reader.

Enhanced *functionality*

Attaching one of these simple and useful printer/reader units to your BlackBerry units will allow Hudson clients to:

- **Capture and authorize credit cards from clients in the field**
- **Print credit card receipts at time of service**
- **Produce boarding passes, confirmations, and other templates**
- **Perform driver self check-out / reconciliation**
- **Create driver / agent shift summary reports**

BlackBerry Printer & Card Reader Permits:

- *Increased revenue*
- *Reduced overhead expenses*
- *Rapid ROI*
- *Live credit card capture*
- *Printing credit card receipts*
- *HWeb template printing:*
  - *Boarding passes*
  - *Shift summary*
  - *Reconciliation reports*

BlackBerry *versatility*

Clients of The Hudson Group who are currently using a BlackBerry as a component of their mobile communication, reservation and dispatching solution, are already realizing some of these liberating and empowering driver and client benefits:

- **QuickRes reservation entry and real-time upload**
- **Voiceless dispatch—Trip status updating**
- **Local / Web Reservation lookup and download**
- **1 & 2 Way Text / e-mail messaging**
- **Internet-based HWeb interface services**

Why use a portable printer and card reader? Integrating this new functionality allows you to: *increase revenue* through instantaneous sales with walk-up clients (at the curb or to the vehicle) and *reduce overhead expenses* by allowing your drivers to complete most/all of the shift reconciliation process thereby reducing the size of your accounting staff. If you are able to reduce the accounting staff necessary to process driver paperwork, you can realize a *rapid return on investment* (ROI) of only a few days on each unit purchased! Take your BlackBerry and plug it into a portable thermal printer and credit card reader (Model PP55MS) and transform your PDA and mobile communications device into a true Point of Sale, revenue-generating tool. With the ability to

HWeb BlackBerry Printing / Swiping

now capture and authorize credit cards* in the field and in real-time, you can increase client convenience while simultaneously reducing your credit card transaction fees and incidence of processor charge-backs! The configurable Hudson templates component of the BlackBerry application in concert with the fast thermal printer allows you to provide any number of customized templates and receipt formats to include logos, barcodes, tokens, and several different font options.

*online credit card authorization requires an agreement with a bank or processing center.

Compatibility: The BlackBerry thermal printer and integrated magnetic stripe reader (Model PP55MS) is compatible with BlackBerry models 7100, 7105, 7130e, 7250, 7290, 7510, 7520. New cradles are being developed continuously and may be available. If your unit is not displayed in this list, please call for availability. If credit card swiping is not needed, you can eliminate the magnetic strip reader component of the hardware and realize increased savings and an even quicker ROI (model PP55)!

Key Features:

- Drop-in style loading of paper rolls
- Weighs less than a pound (without PDA)
- Pass-through charging allows for charging of *both* the BlackBerry and integrated Li-ion batteries with a single AC/DC charger
- Quick one-cable connection
- 57mm wide thermal receipt

What is included:

- **Rugged nylon holster**
- **Thermal printer unit**
- **Integrated card reader**
- **USB sync cable**
- **Wall charger**
- **Thermal printer paper**
- **Drivers/software**
- **User guide**

Specifications

Height:	195 mm (7.7 in)
Width:	87 mm (3.4 in)
Thick:	50 mm (1.9 in)
Weight:	420g w/battery & paper roll (no PDA)

Print Density:
   203 dpi Horizontal & Vertical
Print Speed:
   up to 50mm per second
Paper: 57mm wide x ~80 feet

Power: 115V AC
Battery: Li-ion Rechargeable Battery Pack
   7.2V DC, 1300 mAH
Environmental:
   32°F to 113°F (0° C to 45° C)
Card Reader:
   3-track head
Memory size:
   RAM 1 MB
Warranty: 1 year hardware

Whether hand-held by your agent curbside or carried in a vehicle, **HWeb portable BlackBerry printing and integrated credit card swiper** allows you to increase sales and driver/greeter productivity, while simultaneously reducing overhead expenses, improving client service levels and realizing a return of investment of only a few days per unit.

Call The Hudson Group today for more information.

Available accessories

- **Nylon carrying case**
- **Belt loop**
- **Shoulder strap**
- **10-pack paper rolls**
- **100-pack paper rolls**
- **12 volt AC car charger**
- **230 volt wall charger**

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