PRESS INFORMATION

# *AURES receives the "**Observeur du Design 2014**" label for its **sango** EPOS terminal*

*Lisses - Runcorn, 16. July 2013 - The AURES Group has just received the **Observeur du Design 2014** label for the innovative creation and exclusive, original design of **sango**, its new point-of-sale terminal.*

This label is awarded each year in France by the "Agence pour la Promotion de la Création Industrielle" (**APCI** - Agency for the Promotion of Industrial Creation).

*"Following the famed IF Product Design Awards and Red Dot Awards 2013, it is now the **Observeur du Design 2014** label which pays tribute to the unique design and lines of **sango**, the EPOS terminal we have developed with **Bertrand MEDAS** from ID'S Design agency",* explained **Patrick CATHALA**, CEO and founder of the AURES Group.

*"We are proud to reap these rewards which honour our efforts in the field of innovation through design. Yet again, this demonstrates that the AURES Group really is the most creative hardware designer in the EPOS sector",* he added.

*"With **sango**, we have conquered the challenge of creating an "all-in-one" EPOS terminal that leaves free space underneath the touchscreen. This was a response to a number of our customers who at times, were unhappy with the lack of space on the sales counter: offset and hanging in mid-air (as if defying gravity), the screen and its base are representative of real technical prowess that demanded a lot of work as well as the use of noble and robust materials, such as polycarbonate and die-cast aluminium.*

*Once again, these are the key advantages which seduced the Observeur du Design jury",* he concluded.

The **sango** terminal will be exhibited for 4 months - from 29 November 2013 to 23 March 2014 - at the **Observeur du Design 2014 Exhibition**, in the **Cité des Sciences et de l'Industrie** in Paris.

The exhibition opening and the Prize-giving ceremony, taking place in the evening of 28 November 2013, are the annual rendez-vous for the whole Design profession: 1,400 people have been invited along with numerous personnalities from the French government, the world of enterprise and the media.

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About the **''Observeur du Design''**

Organised by French **Agency for the Promotion of Industrial Creation (APCI)** since 1999, the **Observeur du Design** is a competition open to companies, designers, schools and groups from all business sectors. It spots innovative creations in design – whether commercialised or not – and awards the **Observeur du Design labels**.

Each year, it honours excellence by awarding the Prix français du Design and the Design Stars.

This exceptional annual event serves to show companies from all sectors that design is a key factor in standing out from the crowd and is a top recommendation for the future.

**www.apci.asso.fr**

**About the AURES Group**

Founded in 1989 and listed on Euronext since 1999, **AURES** manufactures electronic points of sale terminals and systems, and related peripherals. This PC-based, open-system (*EPOS hardware*) is designed to provide management and till functions in specialist food and non-food stores, retail outlets, superstores or the catering and hospitality industry - and all other points of sale and service.

The **AURES Group -** *which includes **AURES Technologies** and **J2 Retail Systems*** - has global presence, with its head office in France, subsidiaries in Great Britain, Germany, Australia and the USA - and a network of distributors and resellers located in more than 50 other countries.

*In 2012, the **AURES** Group pro-forma represented over 40,000 deployed systems and sales in excess of €52 million.*

**www.aures.com**

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