

ADVANTECH-AURES announces its presence at NRF'25 Retail Big Show Europe

- 16-18 September 2025
- Porte de Versailles Exhibition Centre (Paris-France)
- Hall 6 @Stand 6 G145

Lisses, Paris, 25 August 2025; **ADVANTECH-AURES** - the new Brand Identity of AURES Technologies since its integration into **Advantech** in October 2024 - will be exhibiting at **NRF Retail Big Show Europe 2025** from 16 to 18 September; the Group will unveil and showcase extended POS and KIOSK product ranges for the first time in Europe, the result of the acquisition and new collaboration.

- **Stronger Together: ADVANTECH-AURES' Motto enters a new Phase**

The **NRF'25 Retail Big Show Europe**, which succeeds and replaces former 'Paris Retail Week' trade show, marks an important milestone for ADVANTECH-AURES in Europe and France. Indeed, it is the first edition of the event under the American **NRF** banner (National Retail Federation).

The international dimension of the show will enable ADVANTECH-AURES to present its enlarged POS and KIOSK innovation products and projects to a larger audience, and to introduce its new corporate brand to decision-makers and leaders in the POS & KIOSK industry (Retail, Hospitality and Catering, Food Service, Entertainment, Sport and Leisure, and all Services sectors in the broadest sense).

"Thanks to the scope, strength and expertise of the Advantech Group in cutting-edge IT and high technology worldwide, ADVANTECH-AURES will gradually be in a position to unveil an expanded portfolio of POS and KIOSK Solutions ranges, with a focus on quality and design, together with the integration of **AIoT** Solutions as part of our "Intelligent City Services' Concept" explained **MC CHIANG**, ADVANTECH-AURES Chief Executive Officer.

- **New POS Offer unveiled by ADVANTECH-AURES at NRF Europe**

- **YUNO C**

YUNO C, the latest version of the iconic POS terminal range of the same name, will be previewed at NRF Europe 2025. *Developed in close collaboration with Advantech, this hardware will benefit from the industrial and logistical support, supply chain and global services of the entire Group.*

With over 350,000 terminals deployed worldwide since 2015 (when the first model was launched by AURES), the **YUNO** family (which includes YUNO, YUNO B, YUNO II - and soon YUNO C) is one of the most widely sold point-of-sale range in the POS and retail sectors.

Robust, innovative, stylish, versatile and compact, this universal POS hardware offering contemporary and user-friendly design has proven its ability to adapt over time to all POS, Retail and Hospitality sectors (catering, food service, etc.).

YUNO C therefore positions as an updated and redesigned 2025 version of the system, claiming its original DNA thanks to a fine-tune design that pays close attention to details and is in line with customer experience requirements. Not to mention the hardware's cost-effective positioning and long-term investment value that meet the global POS markets' demand and the quality and economic requirements from all Partners, Customers and Users.

○ **Additional POS & KIOSK Hardware Solutions from an expanded Cross-Selling Portfolio**

As previously announced, ADVANTECH-AURES now proposes new POS and KIOSK ranges including Advantech hardware:

✓ **USC - 513**

The **USC-513 POS system** from the Advantech range is available with **Android 12** or **Linux OS** (USC-513RB model) or **Windows 11 LTSC** version (USC-513K reference, with **12th generation INTEL processors**, Alder Lake-N N97 or Core i3-N305). Its ultra-compact format rests on a small base (smaller than an A4 document) but nevertheless incorporates high-performance **embedded peripherals** (ticket printer with automatic cutter, 1/2D barcode and QR codes reader module), for perfect optimisation of the checkout area and significant space savings on all sales counters.

The USC-513 range is equipped with several input/output ports, conveniently located on the underside of the POS terminal, ensuring discreet and easy connection to other associated POS equipment.

The playful lines with black and white design of this small all-in-one POS terminal nicely complement the package, adding an original touch to the till area.

Available in single or dual touchscreen versions (for digital display function at the checkout), the USC-513 is the perfect choice for all businesses, large or small. Lightweight and easy to carry, it can be used as an additional checkout system when needed.

Other **Advantech** POS & KIOSK Equipment and Solutions at **NRF'25 Retail Big Show Europe** include:

✓ **USC-360 POS System** and associated peripherals

<https://www.advantech-aures.com/en/usc-360/>

✓ **TP 3260 Thermal Receipt Printer**

<https://www.advantech-aures.com/en/urp-pt803/>

- ✓ **UBX Box PC Series** (UBX 200 & UBX 015)

https://www.advantech.com/en-eu/products/ubx-200-series/sub_3ab0e697-547d-4003-bc6b-c77ab9e2e0a6

https://www.advantech.com/en-eu/products/ubx-zero-series/sub_f3dcd7fb-6958-452f-aac7-ff6087899d65

- ✓ **AIM Mobile POS Series**

(8 & 10 inches- Windows or Android)

<https://www.advantech-aures.com/en/aim-series-tablet/>

- ✓ **UTC Panel-PCs**

<https://www.advantech-aures.com/en/advantech-panel-pcs/>

- ✓ **UTK 7000 & URK 3000 KIOSK Solutions**

https://www.advantech.com/en-eu/products/utk-7000-series/sub_5e3364f1-1321-4263-aa9c-e4414d7cdc77

https://www.advantech.com/en/products/utk-3000-series/sub_bbac85a0-af9b-4c13-b0cb-5bc30ae1d613

In conclusion, the ADVANTECH-AURES Project outlined at **NRF Europe 2025** implies major challenging points:

- ⇒ Position ADVANTECH-AURES as a global provider of **complete end-to-end IT Solutions** for the point of sale, retail, hospitality and services (**Intelligent City Services**) sectors.
- ⇒ Continue to offer extended ranges of POS and KIOSK products and solutions (including **Cross-Selling** lines).
- ⇒ Expand the POS & KIOSK offering- from standard product ranges- to **turnkey** and **“à la carte”**, fully customised and tailor-made Hardware Solutions.
- ⇒ Position ADVANTECH-AURES as a major supplier of advanced applications and services in the fields of **Edge Computing** and **Integrated AI** Technologies.
- ⇒ Preserve the AURES **DNA** (A+A) by offering new POS & KIOSK systems and solutions with a ‘remarkably different’ design approach.

About ADVANTECH-AURES

ADVANTECH-AURES is the operating brand-name of formerly called AURES Technologies Group, following its acquisition by **Advantech** early October 2024.

Founded in 1989, the Group is an IT Designer, Manufacturer and Developer of POS & KIOSK Hardware Solutions, dedicated to all Retail sectors, the Food Service & Hospitality businesses, Transport, Leisure, Services, and Industry (OEM) sectors. ADVANTECH-AURES has a global presence, with Headquarters in France, subsidiaries in the UK, Germany, Australia, and the USA - as well as a Channel network of Partners, Distributors and Resellers in over 60 other countries.

www.advantech-aures.com

<https://www.linkedin.com/company/advantech-aures>

<https://www.instagram.com/advantechaures/>

About the Advantech Group

Advantech is a global leader in IoT intelligent systems and embedded platforms, with the corporate vision of "Enabling an Intelligent Planet." To embrace the trends of edge computing and artificial intelligence, Advantech fully deploys its sector-driven strategy and focus on Edge Computing and Edge AI, targeting five key markets: Edge Intelligence Systems, Manufacturing, Energy and Utilities, iHealthcare, and iCity Services & iRetail.

In the meantime, Advantech is enhancing its global presence and core competitiveness by integrating its Edge Computing hardware platform, the WISE-IoT software platform, and sector-specific Edge AI solutions with domain expertise. The integration will form an "Orchestration" model for seamless industrial chain connections, benefiting both our partners and clients. Advantech is also working with business partners to co-create business ecosystems that accelerate the goal of industrial intelligence.

www.advantech.com

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