

## PRESS INFORMATION

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### *QUIKSILVER stores ride the POSLIGNE® Odyssé wave!*

Lisses - Fürstenfeldbruck - December 21<sup>st</sup> 2010 ; **QUIKSILVER** stores, a magnet for all surf, ski and snowboarding enthusiasts, have chosen the **POSLIGNE® Odyssé** integrated touchscreen systems, for all their new concept stores across Europe (with an annual estimate of 10-20 openings scheduled to take place over the next few years).

The flagship Boardriders outlet in **Capbreton** (France) is the first store to be equipped with the **Odyssé Packs** – to include integrated EPOS touch screen terminals, colour matching receipt-printers and scanners.

The store boasts 600m2 of retail space and a staff team of technical enthusiasts offering optimum advice to all its customers.

**QUIKSILVER** have opted for the **Odyssé** with a **Graphite base** and **Carmine Red colour clips** – perfect for the POS and till points in these unique yet vibrant stores. Their original interior design features a mixture of timber, brick, glass and other materials, all creating a very modern, yet earthy, environment.

*“The terminals designed by AURES add a ‘splash’ of exciting colour to our deliberately contemporary image. Their dynamics are perfectly in keeping with our style and corporate product range and brand image”* explained **Eric KERGOLOT**, Head of Retail for **QUIKSILVER Europe**.

*“QUIKSILVER is an outstanding retail brand with a major European presence – over 200 stores, 70 of them in France. We are so proud to have been able to meet all of the requirements specified for this new launch surf shop concept,”* added **Gilles GRANDVALET**, the AURES Group’s Key Account Manager.



*\*The **Odysse Packs** for **QUIKSILVER** include the EPoS terminal, the **ODP 200** thermal receipt printer and the **PS 50** barcode reader – all incorporating the same range of colours (graphite base and carmine red colour clips).*

*The system uses EPoS software developed by **CEGID** ([www.cegid.com](http://www.cegid.com)).*

## About QUIKSILVER

QUIKSILVER Inc. is the world's leading outdoor pursuits company. The Group's style of clothing and footwear is predominately aimed at sea and snow sport enthusiasts, with a strong boardriding culture and heritage.

The QUIKSILVER Group distributes its products in over 90 countries worldwide through a variety of channels, including specialist surfing, skiing, skating and snowboarding shops, Boardriders Clubs and a selection of independent and department store outlets (*over 200 points of sale across Europe*).

The QUIKSILVER European headquarters are located in St Jean de Luz, France, while the Asia/Pacific head office is in Torquay, Australia. The Group's global and the Americas headquarters are in Huntington Beach, California.

<http://www.quiksilver.com>

## About the AURES Group

Founded in 1989 and listed on Euronext Paris since 1999, the AURES Group manufactures point-of-sale terminals and systems as well as related peripherals, which it markets under the POSLIGNE® brand.

Acclaimed for its reliability and performance, this PC-based, open-system hardware is designed to provide management and till functions in specialist food and non-food stores, mass retail outlets, and the hotel and catering industry, as well as all other points of sale and service.

Offering EPoS equipment featuring innovative designs and a wide range of fully interchangeable colours, the AURES Group is positioned as the most creative leader in its field.

Distribution of POSLIGNE® systems is based out of AURES' headquarters in France, the Group's three subsidiaries in the United Kingdom, Germany and the USA, and a distributor and reseller network present in over forty countries.

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**Odysse Packs**  
**in QUIKSILVER's Concept Store**  
**in Capbreton (Landes, France)**  
**(photo: AURES Technologies)**

