



Press Release

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FOR IMMEDIATE RELEASE
November 29, 2005

New, 4 inch portable Bluetooth® printer breaks the \$500 price barrier

Turlock, California - Today, Advantage Route Systems announced its newest portable printing solution, the *Advantage BT4™*. This compact, portable, 4 inch (112mm) wide paper printer is Bluetooth enabled. This ultra portable device features a 50' (16 meter) paper roll and has a lithium ion battery that will print over 150 feet (50M) of continuous receipts between charges. Printing is onto thermal paper or thermal labels. Up to 92 characters can be printed per line. A number of different fonts allow for attractive printing and flexibility – all under software control.

According to company president, David Kroutil, "This printer fills a gap in affordable 4 inch portable printing. Priced at just \$495, it represents an outstanding value for printing delivery receipts in various route delivery and field sales applications." It is compatible with most Bluetooth enabled consumer PDAs from Dell and HP. It has also been successfully tested with ruggedized units from Symbol and Intermec.

Two wireless interfaces to choose from

The Advantage BT4 also comes in IrDA format, as well. All specifications are the same except there is an IrDA interface in place of Bluetooth. More information on this version can be found at www.AdvantageRS.com/IR4

Warranty and Supplies

The *Advantage BT-4* comes with a one-year warranty and offers a depot exchange program for users. It has been field tested in thousands of hours of everyday use.

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Both Bluetooth and Infrared versions are available now from Advantage Route Systems' product Web site at www.PDA4USA.com. Available, too, are a wide variety of holsters for the unit that conveniently hold the printer as well as the PDA. Other supplies for the printer at the Web site include replacement batteries, paper, car chargers, etc.

Press photos are available at www.AdvantageRS.com/BT4.

About Advantage Route Systems

Established in 1994, Advantage Route Systems, Inc. is a global technology leader of both software and hardware products for the route accounting industry. ARS provides software solutions in handheld technology; web commerce and route optimization and engineering. Its B2B products are marketed throughout the world in over 25 countries. ARS has its corporate offices in Turlock, California and is a privately held corporation. For more information, visit the company Web site at www.AdvantageRS.com.

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