

## PRESS RELEASE

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### *POSLIGNE® reveals its colourful lines at the Hergé Museum*

Lisses & Runcorn, 6<sup>th</sup> September 2010; the **Hergé Museum**, a masterpiece of contemporary architecture by Christian de Portzamparc, has opted to equip its till and cash desk areas with the AURES Group's stylish and colourful **POSLIGNE® Odysseé** EPoS terminals, complete with matching **ODP 200** receipt printers and **PS 50** barcode readers.

Located at Louvain-La-Neuve near Brussels, Belgium, the 3,600 square metre exhibition venue is dedicated to the legendary Belgian cartoonist and his creations (*The adventures of Tintin and Snowy, Quick & Flupke, Jo, Zette and Jocko, Totor and many more*).

*"The cash desk terminals designed by AURES are in complete harmony with the atmosphere and style of the Hergé Museum,"* explained **Laurent de Froberville**, the museum's Director. *"The POSLIGNE® equipment's exclusive and contemporary lines, combined with their interchangeable colour clips, capture the spirit of the various areas within the museum perfectly,"* he concluded.

- **Odysseé\* Packs** featuring a graphite base and 'tonic orange' clips have been deployed in the Museum's Reception and Gift Shop areas (see photos).
- For the "Petit Vingtième" Café-Restaurant (*named after the supplement to the newspaper "le Vingtième Siècle", in which Tintin's adventures first appeared in January 1929*), **Odysseé Packs** with a graphite base and "carmine red" clips have been chosen, blending in perfectly with the environment and its visual identity.



***\*The Odysse Pack includes the cash desk terminal of the same name, the ODP 200 thermal receipt printer and the PS 50 barcode scanner, all in coordinated colours.***

*The POSLIGNE® terminals and peripherals equipping the Hergé Museum use till and ticketing software developed by IREC ([www.irec.fr](http://www.irec.fr)).*

### **About the Hergé Museum**

Exclusively dedicated to the celebrated Belgian comic book writer and artist and his works (*The Adventures of Tintin, Quick & Flupke, Jo and Zette* and others), the **Hergé Museum** was designed by French architect Christian de Portzamparc; boasting 3,600m<sup>2</sup> of exhibition space, the museum opened in June 2009 and features eight permanent exhibition rooms plus a temporary exhibition area. It caters for some 200,000 visitors annually. The facility also has a gift shop and bookstore as well as a café-restaurant, the “*Petit Vingtième*”.

The Hergé Museum is located in Louvain-La-Neuve, Belgium, near Brussels.

[www.museeherge.com](http://www.museeherge.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.

Offering hardware 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 network present in over forty countries.

For further information,  
please contact **Yannick-Florence WAELLY**  
+33 (0)1 69 11 16 65 (direct line)

[yannick.waelly@ares.com](mailto:yannick.waelly@ares.com)

[www.ares.com](http://www.ares.com)



***Odysse Terminal in the Hergé Museum's Gift Shop***