



BlueStar to Distribute HP POS Systems

BlueStar has signed a distribution agreement with Hewlett-Packard to distribute the company's suite of retail-hardened POS rp5700 computers.

Florence, KY, September 04, 2007 --(PR.com)-- BlueStar, the leading innovator in solutions-based distribution for Auto ID, Point-of-Sale, Mobility and RFID products, is proud to announce that it will begin distributing the HP suite of retail-hardened Point-of-Sale rp5700 computers and complementary POS peripheral devices. The distribution agreement will allow BlueStar resellers to enroll in the BlueStar HP Advantage Partner Program—enabling them to earn the benefits that come with the program's marketing, training, sales promotions and financial incentives.

“We believe this relationship will offer our customers a truly unique chance to partner with a computer manufacturer that believes in the retail reseller channel—with unique incentives that benefit dedicated partners,” says BlueStar National Sales Manager Rob Dorsey. “When combined with BlueStar's FUSION program, the possibility for new, profitable business seems virtually unlimited.”

Resellers interested in learning more about becoming an authorized HP reseller and joining the BlueStar HP Advantage Program should contact their BlueStar Account Executive or visit www.bluestar-hp.com to learn more about why HP resellers are seeing “green”.

About BlueStar

BlueStar is a leading solutions-based distributor of point-of-sale, bar coding, data collection, radio frequency identification (RFID), and wireless mobility products. BlueStar works exclusively with VAR Partners, providing them with complete solutions at competitive prices. The company brings unequalled expertise to the market, offers award-winning technical support and is an authorized service center for a growing number of manufacturers. For more information about BlueStar, please contact a BlueStar sales representative or log on to www.bluestarinc.com.

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