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BlueStar Adds New Elo Touchcomputers and Touchmonitors to Product Portfolio

BlueStar Announces Distribution of Stylish D-Series Touchcomputers and 1519L & 1919L Touchmonitors from Elo TouchSystems

Hebron, KY, March 3, 2010 - BlueStar today announced new additions to their Elo TouchSystem product portfolio including the D-Series All-in-One Touchcomputer and Wide-Aspect Touchmonitor. Through a partnership with Tyco Electronics, BlueStar, the leading global innovator in solutions-based distribution for Auto ID, Point-of-Sale, Mobility, RFID, and Security products, is able to provide value-added resellers with the industry's leading touch technologies.

Elo Touchsystems, a Tyco Electronics business, developed the D-Series as elegantly designed, high performance versions of their original 15D1 All-in-One Touchcomputer. They were developed especially for point-of-sale and point-of-service applications. The family offers compact, modern displays with a footprint sized to match standard cash drawers. The same broad range of optional POS peripherals is still available from Elo including a perpendicular MSR card reader for small spaces, a handheld barcode scanner, a fingerprint reader, and a customer facing display. Peripherals are field-installable to minimize downtime, making upgrades quick and easy.

"The original 15D1 represented an evolution in touchcomputer solutions," explains Steve Aguirre, Elo Touchsystems Product Manager. "It delivered what our customers wanted - a small footprint touchcomputer that combined performance, strong value, enhanced field serviceability, and more connectivity options. With the D-Series they have four more choices with Intel Celeron Dual Core 2.2GHz or Core 2 Duo 3.0GHz and 15-inch or 17-inch touchscreen options."

Elo is also offering two touchmonitors, the 1519L and 1919L, which are well suited for point-of-sale (POS), point-of-information (POI), point-of-service, interactive digital signage, loyalty systems, kiosk information systems, light industrial shop-floor automation, and home control. Their 15" and 19 wide-screen format can be rotated to portrait mode to provide more display space for applications. Both touchmonitors are built to withstand high use within rugged commercial or public environments.

The D-Series touchcomputers and touchmonitors are available with either Zero-Bezel AccuTouch resistive, IntelliTouch surface acoustic wave, or Zero-Bezel Acoustic Pulse Recognition (APR) touch technologies.

"BlueStar is committed to providing our value-added resellers with innovative products such as Elo's Touchsystem and Touchmonitors," says Rob Dorsey, BlueStar Vice President of Sales. "Our partnership with Tyco Electronics allows VARS to provide their SMB customers with versatile solutions that are stylish, flexible, and functional."

About BlueStar

BlueStar is the leading global distributor of solutions-based ADC, Mobility, Point-of-Sale, RFID, and Security technology. BlueStar works exclusively with value-added resellers, providing them with complete solutions and business development support. 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 value-adds for VARS and independent software developers, please contact a BlueStar Account Executive at 1-800-354-9776 or login to www.bluestarinc.com.

About Tyco Electronics

Tyco Electronics Ltd. is a leading global provider of engineered electronic components, network solutions, specialty products and undersea telecommunication systems, with fiscal 2009 sales of US\$10.3 billion to customers in more than 150 countries. We design, manufacture and market products for customers in a broad array of industries including automotive; data communication systems and consumer electronics; telecommunications; aerospace, defense and marine; medical; energy; and lighting. With approximately 7,000 engineers and worldwide manufacturing, sales and customer service capabilities, Tyco Electronics' commitment is our customers' advantage. More information on Tyco Electronics can be found at <http://www.tycoelectronics.com>.

About Elo Touchsystems

Tyco Electronics' Elo TouchSystems is the global leading brand in touch technology. The Elo TouchSystems portfolio encompasses the largest selection of touchscreen technologies, touchmonitors, and all-in-one touchcomputers for the demanding requirements of diverse applications, such as industrial, medical, POS, kiosks, retail, hospitality, transportation, office automation and gaming. Elo founders invented the touchscreen over 35 years ago. Since then, Elo touchscreens have delivered one common, powerful result - advanced computer technology simplified for all users. For more information on Elo products and services, please contact 800-ELO-TOUCH (800-356-8682), or view the Elo products website at www.elotouch.com, or direct electronic mail inquiries to customerservice@elotouch.com.

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