

V/O CEO

Poindus was established in 2009. The name comes from combining the both 'Point of Sale' and 'industry' together.

From our company's name we hope everyone can understand we manufacture both POS and industry computing products.

We began the design process in 2009. After a few months of quality assurance testing, we launched the product at CEBIT in Germany in 2010.

In the past, the prototype was difficult to use for businesses, because no suppliers can provide us the materials that meet our technical requirements at the time.

0:55

So we've invested our effort in innovation.

I have created design projects before, so I believe that in order for a new company to succeed, it must have something unique.

Our company creates die-casting machines. They are entirely metal-based. So, we rather spend more on manufacturing, and cater to businesses wanting more substance and style in their establishments. We fulfill the needs of that specific market.

We are not aiming for rough, tough, and cheap. But our products are also durable, but durability doesn't mean it has to be ugly.

1:38

V/O General Manager

Since its beginning, Poindus' development strategy can be divided into three phases.

The first phase is through product differentiation. At the time we were the only flat screen host machine in the world.

The second phase is through localization. We operate locally, and by being introduced and bought through the local market, we hope to continue the growth momentum.

The third phase is vertical integration. We hope to have a deeper cooperation with system integrators and software vendors.

2:17

V/O CEO

Our main market is in Europe. It makes up 70 percent of our export. The last few years, aside from creating new products, we've also adjusted our business strategy. We believe that we should enter the mainstream market. The so-called "quality market" and not the "price market".

2:35

V/O General Manager

Through this method, we'll have the chance to market our products' uniqueness through first-rate franchise restaurants and businesses. This way, they'll see opportunities to install our products worldwide.

2:55

V/O CEO

The future direction of our products goes with our business strategy. When we start operating in the local market, and have a deeper understanding of different industries, we hope to offer them a reasonable and reliable platform.

What do they need to solve their problems? That's the kind of product Poindus will have to make.