

The ULTIMO terminal, from the French company OXHOO, was recognised at the 2016 Reddot design awards

OXHOO, a French company specialising in the manufacture of point of sale terminals, has just won a 2016 Reddot design award in the "best of the industry " category for the design of its new ULTIMO model.

Versatility, design and skill

Designed by OXHOO, ULTIMO represents a real innovation in the POS terminal sector.

Benefiting from the latest technology, ULTIMO has a 15.1" multi touch screen which has a barcode scanner on the front, and it comes in plenty of variations: standing (in the centre or off-centre), in panel version: wall or pole (straight or articulated) and in desk version. Trendy, stylish and versatile, all of its connectors are concealed in its mast and can thus be incorporated in any sales environment.

Video presentation, [click here](#)

More informations : <http://oxhoo.com/produits/tpv/ultimo/>

The 2016 Reddot design awards

Since 1954, the Red Dot award has been an internationally recognised quality label. Red Dot is one of the greatest design competitions in the world. In 2016, Red Dot design recorded the highest number of entries in its history with over 5,000 products entered into the competition. Winners will appear in the Red Dot Design Yearbook and they will be displayed in the Red Dot museum in Essen, Germany.

An official awards ceremony will take place on July 4th at the Aalto-Theater in Essen (Germany).

Nine specific assessment criteria provide a reference framework which is individually interpreted by each juror: Degree of innovation, Ergonomics, Periphery of the product, Features, Durability, Quality of instruction, Formal quality, Symbolic and emotional content and Environmental friendliness.

More informations : <http://en.red-dot.org/>

About OXHOO

OXHOO, the designer and manufacturer of point of sale terminals, is the result of 20 years of experience spent in point of sale service.

Created by Gilles Bouvart in 2013, OXHOO is a unique and atypical company which offers a range of innovative products and which aims to be at the forefront of innovation in its sector. In less than three years, OXHOO has become a major market player and has already rolled out more than 10,000 point of sale terminals. The company, based in the Paris area, in Lieusaint (Seine and Marne), has a number of big name clients such as Paul, Ladurée, Sonia Rykiel, Histoire d'Or, the Parc des Princes, Factory and Co... Moreover, OXHOO has plans to launch itself on the international scene soon.

<http://oxhoo.com/actualites/success-stories>

ULTIMO presentation, [clac here](#)

OXHOO presentation, [clac here](#)

More informations : www.oxhoo.com

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