

IT'S ALL IN
THE DETAIL



ALWAYS AT YOUR SERVICE

With 40 years' experience working with retailers, we understand that you need reliable and efficient solutions to keep your business running smoothly. Our powerful retail technology gives you everything you require to deliver the excellent service your customers demand.

Using our innovative solutions and attention to detail, we can develop your point of sale applications to increase your competitive edge, improve sales, and enhance the customer experience. From store operations to head office, our extensive range of PoS solutions, printers, scanners and projectors can maximise your productivity and deliver real solutions that can contribute to your bottom line.

With energy efficiency and the environment in mind, all Epson products have been developed to make your operation greener and your running costs leaner – enhancing the way you do business, both now and in the future.

LET'S TALK

To start the conversation and find out more, please give us a call on:

0871 222 6702

or email us at:

enquiries@epson.co.uk and quote "retail 1"

And of course, you can find out all about Epson and our products and services at www.epson.co.uk

REAL PEOPLE, REAL ADVICE

Whatever you do, talk to Epson first

We'll work with you to create the solution that's best for your business, helping you to keep service levels up, operating costs down and your customers coming back. As the number one supplier of PoS printers in the UK, and with 40 years' experience working with retailers, we're proud to offer the largest range of technology for all retail applications.



CONTENTS

EPSON – ENHANCING RETAIL	2-3
IN-STORE SOLUTIONS FOR YOUR BUSINESS	4-5
SEE EVERY DETAIL	6-7
PRODUCE PERFECT DOCUMENTS	8-9
TAKE CONTROL OF YOUR PRINT COSTS	10
DIGITAL DATA MANAGEMENT	11
EPSON SUCCESS STORIES	12-16
TOTAL PEACE OF MIND	17
WE'RE HERE TO HELP	18
OUR ENVIRONMENTAL COMMITMENT	19

From integrated EPoS terminals and receipt printers to fast laser printers and high-impact projectors, we supply print and imaging solutions to every type of retail outlet. We're pleased to count major retailers such as Waitrose, Clinton Cards and the Post Office among our extensive list of clients.

ALL YOU NEED AT THE POINT OF SALE

IN-STORE SOLUTIONS
FOR YOUR BUSINESS

We'll work with you to create the solution that's best for your business, helping you to keep service levels up, operating costs down, and your customers coming back. We can even develop bespoke solutions for your business' individual needs.

The right receipt for you

Our PoS range covers a wide variety of receipt printing technologies, and has innovative features to give you what you need to increase your competitive edge. Turn your receipts into marketing tools and engage your customers with striking colour, created using our inkjet receipt printers; keep queues down with our speedy thermal printers; enhance the ambience of your store with silent, stylish-looking printers; and create flexible service points with our portable receipt printers. Whatever you need to keep your customers satisfied, we can help.

Communicate with your customers

Make the most of opportunities to communicate with your customers using our easy-to-read displays. More than just a price display, our screens offer high-resolution graphics and up to eight lines of scrolling text. With their wide viewing angles and high-brightness panels, you can be sure of maximum visibility.

Your all-in-one solution

All-in-one systems provide a complete, space-saving solution for your PoS. Our fully integrated systems include a host of built-in features such as touch-screen operation and thermal receipt printing. For added flexibility, our systems can be positioned vertically or horizontally. And to make transactions smooth and effortless for both staff and customers, our touch-screen checkouts are fast and intuitive to use.



KEEP YOUR STAFF AND CUSTOMERS HAPPY

Epson point of sale solutions

Ensure your customers receive fast service – our point of sale systems are quick and simple to use, with a host of built-in features such as touch-screens, thermal receipt printing, magnetic stripe readers and integrated customer displays.

EPSON IR-700



Contemporary and compact

With the smallest footprint in its class, this intelligent terminal can be positioned vertically or horizontally to suit your needs. Process transactions faster with the intuitive, easy-to-read touch-screen.

EPSON TM-T88IV



Rapid and reliable

Designed specifically for high-volume sales environments, this thermal receipt printer will increase efficiency at your point of sale with a 200mm per second print speed and easy-to-use features.

EPSON TM-T70



Up-front control

This unique thermal printer with front-facing controls and paper loading has been designed to fit under your counter, and offers the same high speed for both text and graphics.

EPSON TM-J7100



Two-colour

Stand out from the competition with two-colour, non-fade receipts printed in high resolution. Save space with the compact top-loading, front-feeding designed receipt and cheque printer.

EPSON TM-H6000III



Top performer

Get highly-customised colour receipts in an instant. This high performance, ultra-fast multi-function printer provides thermal receipt, cheque and slip printing, with a large user memory and robust construction.

EPSON TM-C3400



Versatile labelling

Print price tags, shelf labels, POP information, tickets and badges with this highly flexible printer, which handles a wide range of media. Use colour to promote offers and create labels for accurate tracking.

MAKE AN IMPACT

SEE EVERY DETAIL

Our super-bright projectors offer you the ability to create dynamic, customised, interactive digital displays in your stores. As well as keeping the retail environment exciting and modern, digital displays are an effective way of communicating incentives and creating interest for customers. Utilise a variety of file types – from still images to full-motion video – to capture your audience's attention and educate them about your products and promotions.

Fast and flexible in-store displays

As images and video content are quick to update at any time, you can refresh your in-store materials as often as you want, delivering high impact, vibrant colours and variety within your stores. It's never been easier to keep up with new promotions. React quickly to seasonal and topical marketing opportunities with creative displays that make sure you stand out from the competition.

Perfect presenting for training and meetings

From powerful installation projectors to lightweight portable projectors, our range covers all your back-office, head office, and training needs too. With every size and shape of room catered for, our projectors are easy to set up and use – even in bright light conditions.

Total control with EasyMP™

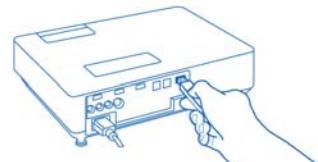
Monitoring, controlling and maintaining multiple projectors – either in-store or at your head office – is simple with Epson EasyMP™ technology, our exclusive projector software. Using your local or wireless network, you can remotely manage and control your projectors. EasyMP™ also allows you to link together multiple projectors using one PC for a truly eye-catching in-store display.



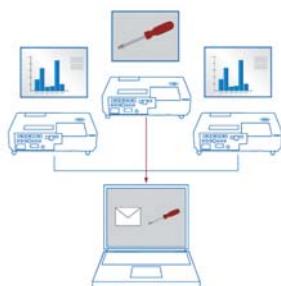
EasyMP™



- Wired or wireless connection
- Multi-screen display



- Advanced security
- PC-less technology



- Easy maintenance (LAN)

THE BIGGER PICTURE

Epson Projectors

Whether you want to create high-impact, in-store digital signage, deliver staff training presentations in your back-office, or project highly professional presentations at head office, we have a projector solution to suit. With EasyMP™ technology for remote control, monitoring and advanced presentation functions, taking care of business will be easier than ever.

EPSON EB-X6



Powerful in-store displays

Eye-catching store displays are easy with this compact, yet powerful projector. Auto-keystone correction and simple USB connection take the hassle out of setting up.

EPSON EB-W6



Better view

Your customers will see the bigger picture thanks to 30% more horizontal screen area with this WXGA projector. Save time by working directly from a USB or SD memory card.

EPSON EMP-1825



EasyMP™

Impactful displays

Make a really big impact on the shop floor by connecting up to four projectors to a single PC using a wired or wireless network connection. PC-free operation feature means changing displays is quick and easy.

EPSON EB-G5150



EasyMP™

Big impression

Ideal for large shop floors or meeting rooms, you'll enjoy excellent flexibility with wired and wireless connectivity. Easily create stunning multi-screen displays to wow your customers or colleagues.

EPSON EB-G5350



EasyMP™

Captivate your audience

Make the most of big spaces and create high-impact, multi-screen shop displays and office presentations. Presenting is made easy with wireless connectivity and PC-free operation.

3 YEAR PROJECTOR WARRANTY



Peace of mind

When you choose Epson projectors you get peace of mind, as all our projectors come with a 3-year on-site warranty. For more information, visit www.epson.co.uk/projectorwarranty

SET THE STANDARD

PRODUCE PERFECT DOCUMENTS

Produce impactful, colourful point of sale materials including flyers and shelf-edge labels with our extensive range of advanced inkjet and laser printers. You'll benefit from maximum paper flexibility and print quality, with rapid output thanks to our instant warm-up technology. Ensure that the quality of your signage and marketing materials reflects the quality of your business.

Big or small, we can help

Whether you're an independent retailer or a large organisation, we can work with you to find the solutions that are right for you.

Everything you need for your back-office and head office

Whatever your office requirements – from stock-taking to year-end reporting – our printing solutions offer the perfect blend of reliability, affordability and performance. When you've got an eye on your budget, our inkjets and colour and mono lasers can provide rapid, high quality results with very low running costs.

Epson's Print Managed Service

To allow you to focus more time on your business, we can assess your printing environment and make proposals to improve efficiency and reduce costs with our bespoke Print Managed Service solution. To find out more, see page 10.

PRINT SOLUTIONS FOR RETAIL

- Print Managed Service – improved control and usage
- Authentication – put in place systems to reduce waste and improve security
- EpsonNet Management Tools – provide system administrators with easy printer control from a remote workstation or a machine on the LAN
- From in-store PoS to shelf-edge labelling



QUALITY AND CONTROL

Epson printers

Perfect for fast-paced retail or office environments, our printers are ready to go in seconds, delivering high-speed, high-quality prints and ENERGY STAR®-rated efficiency.

EPSON ACULASER C1100



Perfect promotions

Ideal for brochures, flyers and promotional tools, this great-value A4 laser printer delivers professional-looking documents in both colour and mono to impress your customers.

EPSON ACULASER C3800N



Fast colour

The economical way to print promotional flyers or business documents in high quality colour. With fast operation and a low cost per page, this networkable laser printer makes good business sense.

EPSON ACULASER CX21 SERIES



Work smarter

Ensure your business runs more efficiently with this complete communications solution featuring print, scan, copy and fax functions. Benefit from low running costs and integrate easily with Adobe PostScript3™ and PCL6 support.

EPSON M2000 SERIES



Fast and accurate

The compact M2000 printer is a fast, efficient addition to any retail environment. From stock replenishment reports to store layout plans, Epson's acclaimed technologies maximize speed and quality to achieve one of the lowest cost per page printers on the market.

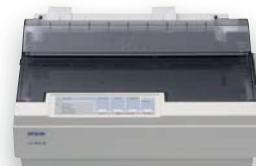
EPSON B-500DN



Outstanding value

Keep costs down at your store or head office with this inkjet printer, which has a colour cost per page comparable to a mono laser printer. Get more done with fast print speeds, automatic duplex and a large sheet capacity.

EPSON DOT MATRIX PRINTERS



A range built to make light work of heavy-duty form printing

When you need a printer that can handle multi-part forms reliably, the Epson dot matrix range has the perfect printer for your retail and office environments.

A SOLUTION JUST FOR YOU

TAKE CONTROL OF YOUR PRINT COSTS

Epson's Print Managed Service

We understand the importance of budgets and sustainability targets in all areas of retail. We can help you to evaluate how your systems work within these constraints – and save you up to 35% on your print costs too.

Working together

When we say total bespoke solutions, we mean it. Our experts will carry out an analysis of your printing operations/environment, and work with you to create the perfect combination of products and services.

From installation and training to an estimation of likely ink and paper consumption, we'll make sure you have fingertip control of your budgets. And we'll even keep an eye on your supplies levels.

Integrated solutions for increased performance

Let us show you how a truly integrated solution can have a positive effect on your performance and efficiency.

We're happy to discuss the benefits of a Print Managed Service, and if appropriate we can look in more detail at your existing systems and show how we can make improvements in the way you print, the costs involved and your ongoing supplies and maintenance. It's a service which is bespoke to your needs, which means it's designed to save you both time and money.

SAVE UP TO 35% ON YOUR PRINT COSTS

Working with Epson, Clinton Cards have achieved a 35% reduction in printer-related costs. For more information on the Clinton Cards story, see page 14.



CAPTURE EVERY DETAIL

DIGITAL DATA MANAGEMENT

Transform your paper-based customer details, records, financial reports, site maps, contracts and invoices into electronic documents and make light work of archiving tasks with our range of scanners.

Easy document management and archiving

Automatic Document Enhancement and Optical Character Recognition technology can improve your efficiency by allowing you to store paper information digitally. Electronic documents can be more easily stored and shared, and you'll have the peace of mind that your sensitive data will be better protected from loss by fire, theft or damage.

Save space and time

- Scan and copy paper records and convert them to digital files
- Make it easier for authorised users to access records via computer and email
- Preset scanner to automatically archive documents into specific folders
- Save space – store thousands of records on PC or disc
- Save time – digitise bulk records with multi-page scanning

EPSON GT-S50 SERIES



Instant action

Make high-volume document management a one-touch job with this A4 sheet-fed colour scanner's automatic document feeder, and benefit from fast, double-sided scans.

EPSON GT-S80 SERIES



Streamlined scanning

Digitise your documents quickly and easily. An automatic document feeder and super high-speed double-sided scanning means you can leave this A4 sheet-fed scanner to take care of business.

EPSON GT-1500



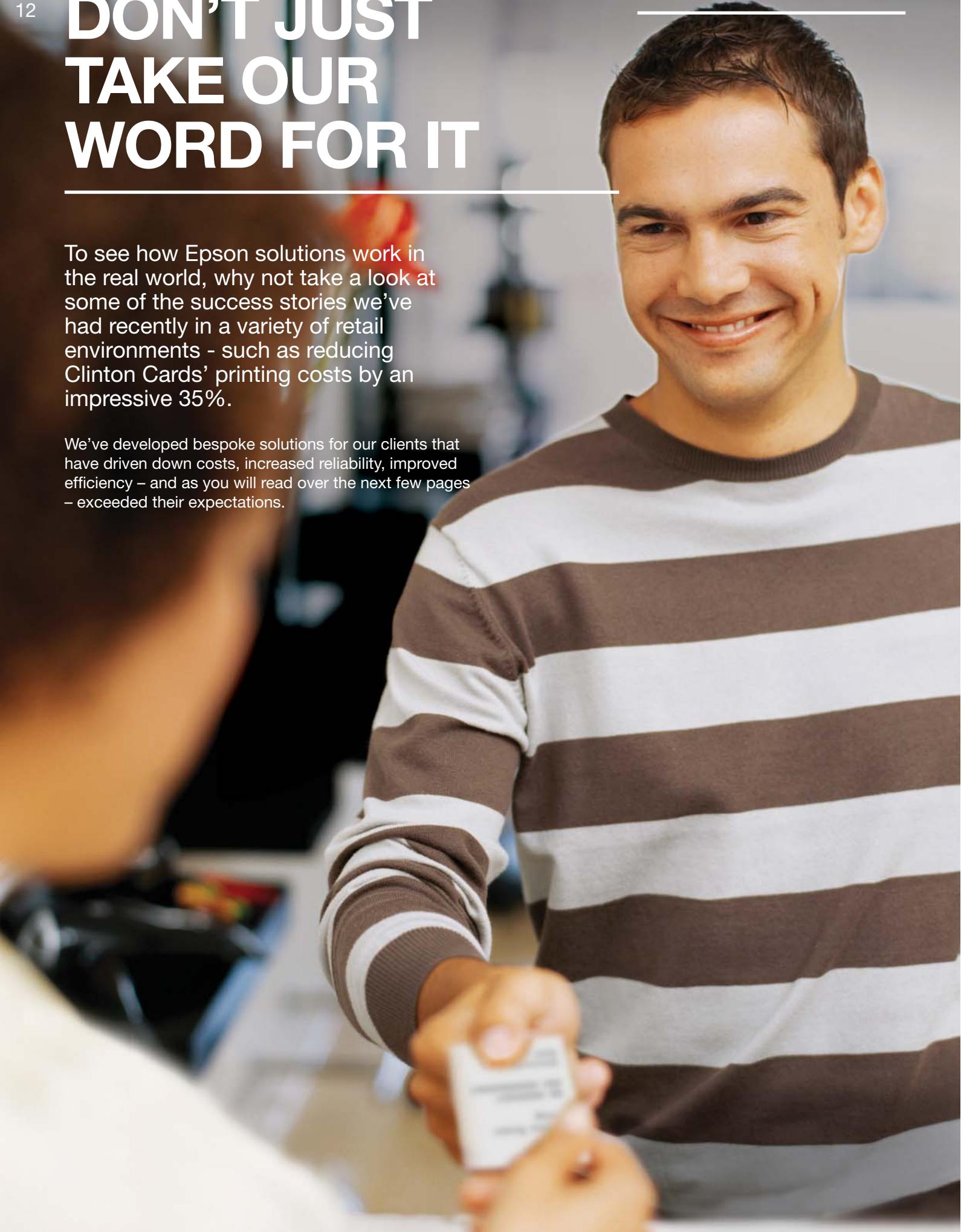
Sort it

With customisable controls for one-touch scanning, zero warm up time and an A4 automatic document feeder, this efficient flatbed scanner will put an end to your paperwork problems.

DON'T JUST TAKE OUR WORD FOR IT

To see how Epson solutions work in the real world, why not take a look at some of the success stories we've had recently in a variety of retail environments - such as reducing Clinton Cards' printing costs by an impressive 35%.

We've developed bespoke solutions for our clients that have driven down costs, increased reliability, improved efficiency – and as you will read over the next few pages – exceeded their expectations.



A FUTURE-PROOF SOLUTION FOR THE POST OFFICE

When the Post Office decided to replace outdated counter printers across its entire 14,000-strong UK network, it chose to use Epson's world-class printing technology. Epson's customised solution significantly exceeded the Post Office's expectations.



Epson TM-J7100

"The TM-J7100 printer has more than lived up to our expectations, helping us deliver outstanding customer service."

Andy McLean, Head of Service Delivery, Post Office.

The objective

- Seamless integration with existing network
- Secure printing
- Improved speed and reliability
- Maximise the marketing potential of colour
- Future-proof, cost-neutral solution

The Post Office

The Post Office serves 24 million customers each week from around 14,300 branches nationwide - more than all of the UK's banks and building societies put together. It processes more than £900 billion a year in over 2.4 billion transactions, at a rate of up to 3,500 transactions per second.

The Epson solution

Working with its partner Fujitsu, Epson addressed the challenge with a solution built around the Epson TM-J7100 inkjet printer. The extensive roll-out of 35,000 printers covered all of the Post Office branches across the UK, including outlying islands.

- Epson developed new printer firmware that partially emulated previous printer commands, ensuring seamless integration with the host application
- To fulfil the Post Office's requirement for secure printing on items such as postal orders and gift vouchers, Epson developed a new cartridge and a unique security ink for the TM-J7100
- To fully utilise the TM-J7100's colour printing capability, customised software tools were developed to make the creation of logos and footers fast and easy
- A comprehensive set of utilities was developed to enable Fujitsu to remotely access individual printers. This involved several modifications, including a provision for promotional messages to be remotely downloaded overnight onto all printers with no user intervention
- To deliver a cost-neutral solution, Epson created a Total Cost of Ownership model that allowed for existing paper rolls to be used with an allowance for logos and footers, helping to keep costs down



IMPRESSIVE SAVINGS AT CLINTON CARDS

Cost-effectively managing printers across more than 1,000 stores throughout the UK isn't easy. But, as Clinton Cards found out, Epson can provide a solution which offers many significant benefits.

The objective

- Lower Total Cost of Ownership
- Comprehensive management reports with store level detail
- Effective management and replenishment of consumables
- A fully networked system
- Remote problem solving and help desk support

The Epson solution

To meet Clinton Cards' challenging requirements for a fully-integrated, Print Managed Service solution, Epson installed its AcuLaser C3800N network printer, together with Epson Print Performance (EPP) software, throughout the client's chain of stores. The results were impressive.

- Epson was chosen by Clinton Cards and Bechtle Direct as a partner for this project from a shortlist of five companies
- To ensure that the printers were compatible with Clinton Cards' (Linux-based) system, Epson developed specific printer drivers
- Each printer can be monitored remotely over the network using the EPP software to allow fast trouble shooting
- The EPP software allows toners to be supplied as they are required, eliminating the administrative tasks of ordering, delivery charges and stockholding
- Epson responsibly disposed of all the old equipment and the packaging from hardware. Epson also operates a toner cartridge recycling scheme

EPSON SUCCESS STORIES



Epson AcuLaser C3800N

"While this is a major change for us as a company, it made sound business and financial sense to invest in a Print Managed Service solution across all our stores. Working with Epson, we have now achieved a 35% reduction in printer-related costs, which amounts to a great deal, especially in the current economic climate."

Keith Woodridge, Group IT Manager, Clinton Cards PLC.

Clinton Cards

With over 700 Clinton Cards stores and over 300 Birthdays stores nationwide, Clinton Cards is the largest specialist retailer of greetings cards, soft toys and related products in the UK.



EXCEEDING EXPECTATIONS AT WAITROSE

EPSON SUCCESS STORIES



Epson TM-H6000

As part of a project to revamp its EPoS system to reflect its corporate commitment to superb customer service and a first-class product range, Waitrose selected a solution featuring Epson's multifunction TM-H6000 printer.

"The Epson printer exceeded all our requirements and expectations. It out-performed the competition and is also very user-friendly."

David Todd, IT Project Manager, Waitrose.

The objective

- Fast, accurate service at the checkout
- High reliability
- An easy-to-use solution to reduce staff training time
- Fast changeover of receipt rolls

Waitrose

Part of the John Lewis Partnership – one of the UK's top 10 retailers with a turnover in excess of £5 billion – Waitrose has 184 stores across the UK and combines the convenience of a supermarket with the expertise and service of a specialist shop.

The Epson solution

Offering ultra-fast receipt printing at 63 lines per second – together with single pass cheque and slip printing plus validation – the Epson TM-H6000 delivers major benefits as part of a touch-screen solution running Vision BeanStore software by PCMS.

- Outstanding print performance compared with competitors' products
- Extremely easy-to-use, which reduces training time
- Drop-in load function means that it is quick and easy to replenish receipt rolls, helping to eliminate hold-ups and reduce queuing time
- High flexibility, helping to ensure that new applications can be rolled out with ease in the future
- High speed and reliability



LOOKING GOOD WITH THOMAS PINK

When you are the leading international luxury shirt maker, it matters how you present yourself. That's why Thomas Pink felt that the Epson TM-T70 PoS printer was simply perfect for its new store concept – with outstanding performance characteristics, the printer allows the company to maintain a clean, stylish, uncluttered look.

The objective

- Uncluttered cash desk area
- High reliability
- Easy migration to new technology
- Fast paper loading and easy-to-use controls
- High print speed

The Epson solution

While wanting to keep the performance and reliability of its previous printing solution (Epson's world-renowned TM-T88), Thomas Pink also wanted to 'build in' its PoS hardware. As the first PoS printer with front-facing controls, and specifically designed for under-counter operations, the Epson TM-T70 was the ideal choice.

- The Epson TM-T70 allowed Thomas Pink to integrate its hardware under the counter to ensure clean lines within its new store design concept
- The reliability of Epson printers is legendary within the industry. The TM-T70 builds upon this reputation. It is also very robust and fast with 170mm/sec print speed
- Migration from the TM-T88 was quick and easy – all that was required was the latest OPoS drivers
- With forward-facing controls and front paper loading, the TM-T70 is extremely user-friendly

EPSON SUCCESS STORIES



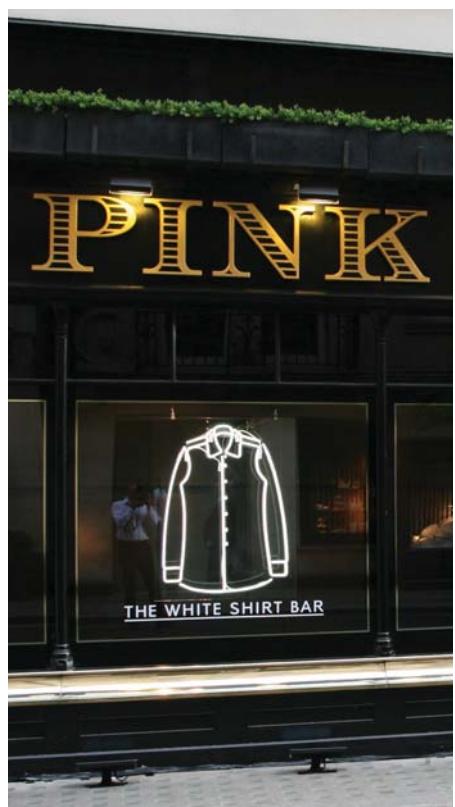
Epson TM-T70

"Thomas Pink has used Epson TM-T88 printers for years and we have always been happy. So it was a natural step to choose the TM-T70 for our new store concept."

Peter Mila, Information, E-commerce and Logistics Director, Thomas Pink.

Thomas Pink

Established in 1984 by James, Peter and John Mullen, Thomas Pink has become one of the leading British luxury brands in menswear. Now part of the luxury goods group LVMH, the company has stores in the UK and across the world.



SERVICE DESIGNED AROUND YOU

Keeping your business working

In the high-pressure world of retail, you need solid reliability and support to back up enhanced performance. With a track record of exceeding our clients' expectations, our commitment to service is second to none, and we work hard to give you the support you need to keep your business moving. Choose the level of support you need, or let us work out a bespoke solution based on your needs or budgets.

Our goal is to provide a total service that works smoothly from shop-floor to back-office, and that includes real peace of mind into the future.

Standard warranty

Minimum 12 months' cover, up to 3 years depending on the product delivered in one or more of the following ways:

- Call-out for an engineer the next working day
- Collect, repair and return within five working days
- Carry-in to your nearest Epson Express Centre
- Replace next working day

TOTAL PEACE OF MIND

EPSON COVERPLUS SERVICE AND SUPPORT OPTIONS

EXTENDED COVERPLUS WARRANTY

Extend the standard warranty to 3, 4 or 5 years depending on the product.

ENHANCED COVERPLUS WARRANTY

Upgrade to an engineer on-site within 8 working hours, repair/replacement within 16 working hours, service kits and annual service checks.

BESPOKE WARRANTY

Talk to us and we'll work with you to create a warranty and service programme that's based around your unique requirements.

SELF MAINTAINER PROGRAMME

We'll train and equip members of your staff to handle everyday problems and maintenance, so they can provide instant on-site support.

ADDITIONAL SERVICES

A range of specialist services cover installation, end-user training, preventative maintenance packages and out-of-warranty solutions.

"MOT Computerisation has been installed in over 19,000 garages throughout Great Britain. Epson manages and services the printers at these 19,000 sites, on behalf of Siemens, and to their great credit they consistently hit service levels and react proactively to requests for information. Their efficiency has contributed to MOT Computerisation winning both National IT Industry and Government excellence awards in 2007. Siemens is delighted with the service Epson provides."

Neil Hargrave, Service Director,
Siemens IT Solutions and Services Ltd.

SUPPORTING YOU EVERY STEP OF THE WAY

WE'RE HERE TO HELP

Talk to us direct

Meeting expectations in the retail industry is a tough job, but with our UK-based Customer Interaction Centre (CIC), we're on hand to help you whenever you need us.

Easy access to the real experts

The Epson CIC manages all customer enquiries for the UK and Ireland – a one-stop solution for every query. We're open 363 days and deal with around 500,000 enquiries each year. There's a contact method to suit everyone – telephone, fax, email or online chat support.

We offer a tailored solution to meet each enquiry. This ranges from pre-sales advice to getting the most from your Epson product or service once you've bought it. The CIC also offers Epson product purchasing.

We're proud to be a pioneer in web-based customer interaction. Our online chat support service was launched in 2000, making us the first technology-based company to adopt such a concept in the UK. Now one in five customers choose to talk to us live via the web.

EPSON'S CUSTOMER INTERACTION CENTRE

- Manages all customer enquiries for UK and Ireland
- 500,000 customer enquiries handled per year
- Average telephone response time: 56 seconds
- Average chat response time: 18 seconds
- 90% of all emails received are responded to within one working day
- High-priority bespoke customer service available
- Premier award in BCE (Business Commitment to the Environment) for sustained commitment to environmental improvement

CIC summary



A BIGGER IMPRESSION, A SMALLER IMPACT

We work hard to combine technical innovation with environmental responsibility. We look at every aspect of the product lifecycle to create better products for a better future. This means you get more power, but use less energy. Many of our printers comply with the international ENERGY STAR® standard, which confirms you're making the eco-friendly choice.

Our 'Environmental Vision 2050' shows our commitment to sustainable progress:

- 1. Reduction of CO₂ emissions by 90% across the entire product lifecycle**
- 2. Inclusion of all products in the resource, reuse and recycling loop**
- 3. Reduction of direct CO₂ emissions by 90% and elimination of global warming gas emissions other than CO₂**
- 4. Restoration and preservation of biodiversity as a member of the ecosystem, together with local communities**

Epson is committed to reducing the environmental impact of its products at all stages of the product lifecycle.



OUR ENVIRONMENTAL COMMITMENT

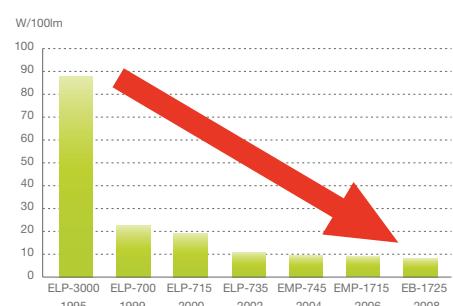
EPSON EB-1725



Increasing performance, reducing energy consumption

We're changing every aspect of the product lifecycle to add efficiency and reduce emissions from initial design through to recycling. The benefits are clear in the products you can use today. For example, the Epson EB-1725 uses 90% less energy to produce 100 lumens brightness than a similar product from 10 years ago.

Transition of the power consumption per 100lm



Better Products for a Better Future™

At Epson, we know that planning for the future requires a strong commitment to the environment. That's why we strive to create innovative products that are reliable, recyclable and energy efficient. Better products that use fewer resources help to ensure a better future for us all.

LET'S TALK

To start the conversation and find out more,
please give us a call on:

0871 222 6702

or email us at:

enquiries@epson.co.uk and quote "retail 1"

And of course, you can find out all about Epson and our
products and services at www.epson.co.uk

Better Products for a Better Future™

For more information please contact:

Telephone: 0871 222 6702 (UK)
01 436 7742 (Republic of Ireland)

E-mail: enquiries@epson.co.uk and quote "retail 1"
Chat: etalk.epson-europe.com
Web: www.epson.co.uk
www.epson.ie

Trademarks and registered trademarks are the property of Seiko Epson Corporation or their respective owners.
Product information is subject to change without prior notice.



EPSON®