

## CASE STUDY

# Modernising ePOS, Mobile, and Self-Service Betting Across 55 UK Racecourses

## Challenge

A UK-based reseller turned to **BlueStar** to help modernise the betting infrastructure for a client operating at 55 horse racing venues. With 1,600 aging POS tablets and increasing queues between short race intervals, the client needed compact, Android-based systems that could be quickly deployed and transported. They also wanted mobile SoftPOS devices for queue-busting and scalable self-service kiosks—all while keeping app changes minimal and infrastructure costs low.

## Solution

BlueStar collaborated with the reseller and end user on-site at our Retail & Hospitality Demo Centre in Hull to identify the right solution mix.

- **Mobile queue-busting:** 500x Unitech PA768 handhelds provided rugged performance, SoftPOS support, and long-term Android compatibility.
- **Modern ePOS:** MicroTouch MACH 10.1" terminals with fold-flat stands were ideal for event transport. A new model fit existing flight cases, preserving investment.
- **Self-service:** MACH 21.5" screens paired with Ergonomic Solutions' modular kiosk met printer/payment specs and could be redeployed easily with wheeled bases.
- **Printing:** Star Micronics TSP143IIIU printers were integrated with no additional developer support costs, thanks to direct vendor assistance.



## The Results

- Faster transactions and reduced queues via mobile SoftPOS
- A modern, modular ePOS and kiosk setup
- Cost savings through reuse of flight cases
- Seamless vendor integration with minimal redevelopment

## Why it Worked

BlueStar didn't just ship hardware, we provided **local expertise, live demos, and hands-on support** every step of the way. Our deep vendor relationships and understanding of real-world hospitality challenges made us the ideal partner to streamline complex deployments and help the reseller deliver a scalable, future-ready solution.