

Multidev Technologies Launches ChainDrive Mobile Marketing

Multidev Technologies Inc. has released its new Mobile Marketing application, which enables retailers to engage "consumers in motion" by creating marketing campaigns that focus on promotional messages and are distributed to the "palms" of the consumers via their mobile devices.

Fully Integrated to ChainDrive's CRM, retailers are able to efficiently capture, track and manage all consumer data attained from mobile marketing campaigns, the company reports. The custom web-interface allows the retailer to design and personalize its campaign according to its needs.

Using ChainDrive Mobile Marketing, retailers are able to: instantly notify consumers of special offers; send text messages or virtual coupons for store promotions and discounts and send coupon or promotional barcodes scannable at the POS, all of which contributes to increased customer loyalty, interaction and conversion rates.

The tool also allows retailers to reach their target demographics, capture buying patterns and trends and enhance the overall customer experience.

► for more information: www.chaindrive.com

CipherLab Introduces Tracking, POS and Handheld Mobile Solutions at NRF

CipherLab, a provider of Automatic Identification and Data Capture (AIDC) for the retail, warehouse and distribution markets, demonstrated at last month's NRF show a new bundled solution designed to make asset tracking easier and more efficient.

The solution combines CipherLab's software with printers manufactured by Brother International Corp., Zebra Technologies and O'Neil.

It also introduced a POS solution via its distributor BlueStar, which utilizes CipherLab handheld mobile computers paired with pcCashdrawer® hardware and Intuit QuickBooks.

Finally, it demonstrated its newest handheld mobile computers, the CipherLab 9300 and 9600, devices which the company says make it more efficient than ever to manage and track products on the go, by enabling mobile retail workers to automate data collection on the smallest of labels where vast amounts of information is stored.

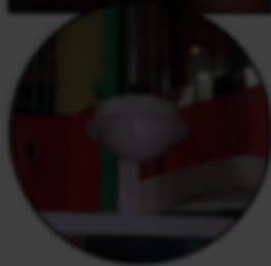
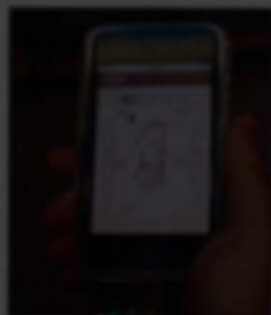
► for more information: www.cipherlab.com

Time Domain Brings Internet Experience to Brick-and-Mortar Stores

Customers at the Carousel Center Mall in Syracuse, NY, are experiencing an entirely new way of shopping, thanks to the Destiny USA Technology Platform, which changes the retail experience by bringing the Internet shopping experience to the physical store.

The platform is powered by Time Domain's Precision Location Ultra Wideband System (PLUS®) to track the exact location of merchandise and employees using OEM tags. PLUS provides real-time, highly precise location tracking data that's within inches of accuracy on every single asset in the retail store, including inventory, display units, fixtures and people.

The technology relies on RFID tracking of customers, products and mall employees, with the goals of improving the shopping experience for consumers and retailers by providing consumers with instant access to product information as they shop, and allowing retailers to target in-store sales promotions to customers as they shop, increasing sales and brand loyalty.



Clothing for a Better Earth (aerial view pictured here) is the first retailer to deploy the new technology powered by Time Domain's Precision Location Ultra Wideband System (PLUS), which provides consumers with instant access to product information as they shop. Shoppers are given an iPod Touch, pictured here, to help them locate and pair products, while PLUS tracks their locations through RFID technology including the ceiling antenna pictured at right.

Here's how it works: shoppers are given an iPod Touch to help them locate and pair products. The handheld device is tied to a loyalty card program to track previous purchases and it displays images of recommended products in a shopper's size, preferred color and fabric. It will also show recommendations based on their location in a store and nearby products.

Shoppers will also see large digital touch screens in fitting rooms that will automatically display products brought in, along with complementary product suggestions, reviews and promotions. Also, the digital touchscreens allow them to build outfits based on available combinations (i.e. matching jeans to shirts). If shoppers find something that they're interested in, they can use the touch screen to view a map of the product's physical location in the store.

Clothing for a Better Earth, a 1,100-square-foot eco-friendly clothing store, is the first retailer to deploy the technology. The technology will be rolled out to other retailers in the coming months.

Destiny USA is a new 2.4-million-square-foot development in Syracuse, NY that includes the 1.5-million-square-foot Carousel Center shopping center, luxury outlets, dining and entertainment all under one roof. Destiny USA reports it will be the largest LEED® Certified commercial retail project in the country and a test lab for retail technologies.

► for more information: www.timedomain.com, www.destinyusa.com