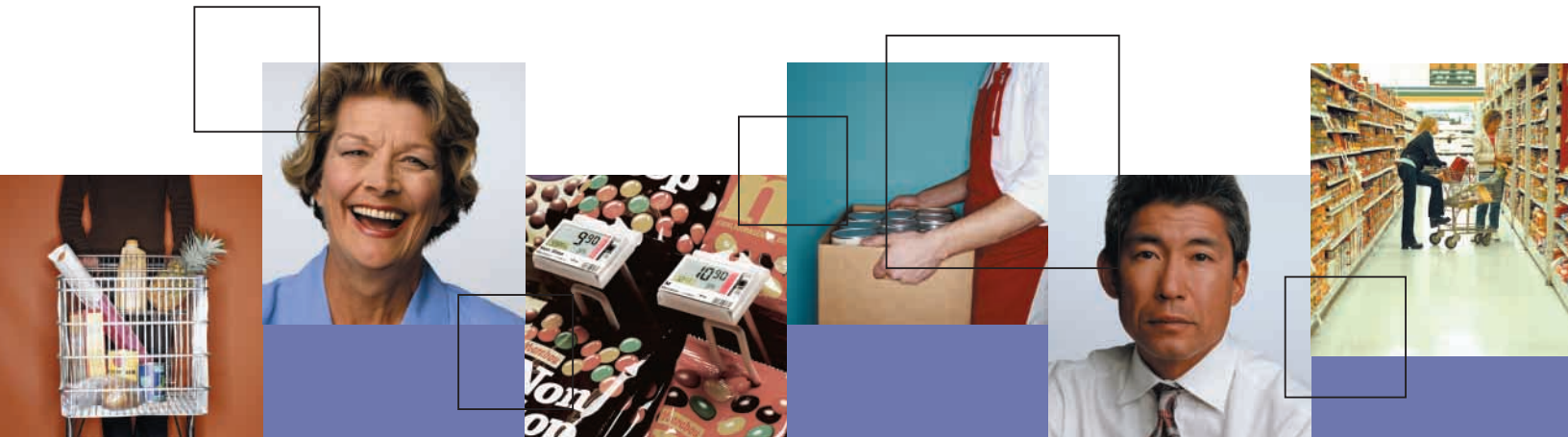


Pricer[®]

Electronic Shelf Labels from StoreNext

Display the power of in-store technology for shoppers.





Step up to a top-shelf

Put your innovative thinking on display. Pricer from StoreNext offers a complete system for providing electronic links directly from the PoS file data to shelf-edge pricing and information modules. For the first time, independent grocers and small chains can compete on a technological level with the industry giants. With StoreNext, independents can take the power of in-store IT to the edge.

It's right before a major holiday. Aisles are jammed with shoppers and seasonal displays, and you've just learned that your top competitor has announced a sale on your most heavily stocked items. You've got to move fast, but changing countless prices, labels and in-store displays by hand will take you too long to respond – and compete.

That is, unless, you have Pricer from StoreNext. Pricer is a store-wide electronic shelf labeling system that's easy to use, makes price changes in seconds, and ensures instant price accuracy throughout your store. It also displays more than a static price. The labels “flash” and highlight promotions through a red LCD sale indicator to attract shoppers' attention to specific offers or sales.

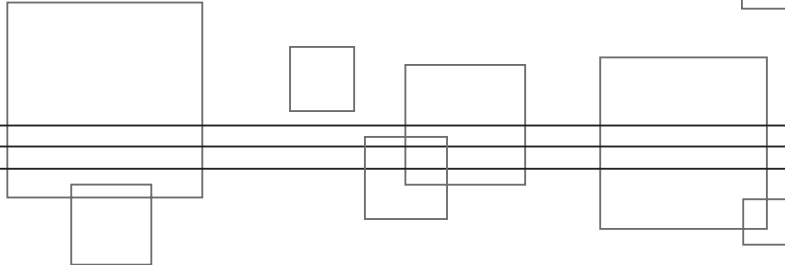
And with Pricer's lightning-fast infrared network, delivering dynamic updates for your mission critical shelf-edge applications – including inventory and space management – is a breeze.

Add some real electricity to your store.

The difference – and benefits – between the StoreNext solution and other electronic shelf labeling systems is a result of Pricer's architecture and in-store execution.

Pricer's infrared communications technology eliminates radio frequency dead spots, and all communications are two-way and verified, ensuring the loop is closed and achieving its goals at all times.

With Pricer, there's no need for line-of-sight receivers, and its mobility eliminates tedious stockroom setups, while helping you keep tabs on your store's productivity. Even better, with Pricer's integration of the Fujitsu iPAD™, you can even use your familiar PocketOffice™ hand-held to manage your Pricer ESL system.



electronic labeling system. And step up your profits.

As the most feature-rich electronic shelf labeling solution on the market, Pricer offers:

- A unique ESL solution that fully adapts to any retail need
- Ruggedized, theft-proof labels that attach easily to shelf edges, suitable for all store locations
- Reliable and secure communications using ultra-high speed infra-red technology
- Mobile setup station using Pricer's remote client application
- Keeps stock on the shelves during installation
- Facilitates display changes
- Uses PocketOffice/iPAD handheld terminals for easy mass installation and maintenance. No separate 3rd party hand-held is required.
- The same PC controller is used for all other store applications – no need for a dedicated server
- Seamless tie-in with PoS system to eliminate price discrepancies
- No computer experience and minimal training to operate

At StoreNext, we have one goal.

And that is to provide independent grocers and small chains with IT solutions that level the competitive playing

field between the smaller stores and the largest

retailers in the world. A joint venture between Fujitsu, a worldwide technology leader, and Retailix, the leading worldwide provider of integrated software solutions for the retail food industry, StoreNext is focused on relentlessly driving your costs down – and your profits up. To learn more about the leading edge in electronic shelf labeling, please contact StoreNext or your StoreNext Dealer today. Let us display what our commitment to relentless cost reduction can do for you.



About StoreNext

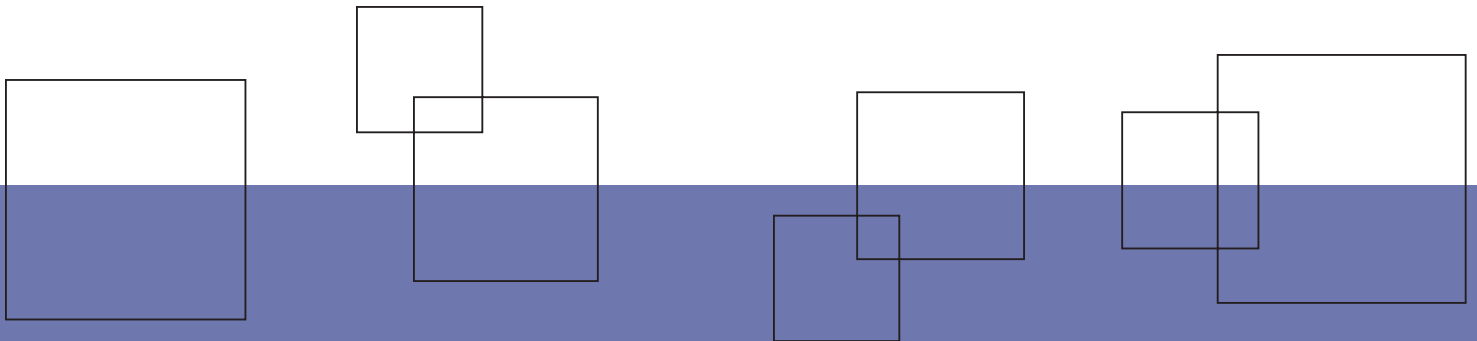
StoreNext Retail Technologies LLC is the No. 1 supplier of retail technology to independent grocers and small chains. Based in Plano, Texas, StoreNext is a joint venture of Retalix Ltd. and Fujitsu Transaction Solutions Inc. and markets Fujitsu PoS hardware, Retalix supermarket software and Internet Connected Services for managing stores via Web-enabled applications. StoreNext is the only retail IT company focused exclusively on meeting the needs of the wholesaler-served market with packaged solutions that were previously available, affordable or practical only for large chains.

StoreNext applications are specifically designed to help grocers attract and retain their most profitable shoppers, leading to a stronger competitive position and resulting in higher revenues and profit margins. StoreNext's twin focus on relentless cost reduction not only helps independents achieve greater ROI in the short term, but also provides smaller chains with IT solutions which allow them to compete on a level with the largest retailers.

To find out more about StoreNext – and how we can help you differentiate your business performance – contact us today.



A joint venture of Fujitsu and Retalix



1821 Walden Office Square
Suite 220
Schaumburg, IL 60173
800.340.4425
www.storenext.com

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