

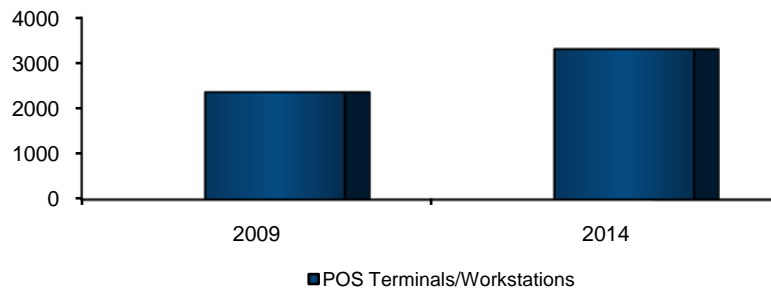
FOR IMMEDIATE RELEASE

Disruptive Technologies Require Suppliers of POS Terminals / Workstations to Explore New Strategies

Preliminary research conducted by VDC Research Group, Inc. indicates the global market for POS Terminals/Workstations used in the retail and hospitality environments exceeded \$2.3 billion in 2009 and is expected to grow approximately 7% annually through 2014.

Natick, Massachusetts – June 29, 2010 – According to VDC Research, the POS terminal/workstation market is expected to post moderate gains despite increased competition from disruptive technologies such as self-checkout, personal shopping solutions and kiosks. Although revenues from mature markets such as North America and Western Europe have been reduced by these alternative solutions, POS terminals/workstations continue to penetrate emerging country markets, (i.e.: Latin America, Asia-Pacific, Eastern Europe) as well as Tier III and Tier IV retail communities.

Exhibit 1
Global Shipments of POS Terminals/Workstations
(Millions of Dollars)



The economic recession in 2008/2009, led to many store closings and extended technology refresh cycles, particularly for POS technologies such as terminals and workstations. “The global recession limited investment in POS terminal/workstation replacements and upgrades,” said Tom Wimmer, Practice Director in the AutoID & Transaction Automation Practice at VDC Research. “Although purse strings have been somewhat loosened in 2010, many POS Terminal/Workstation suppliers remain cautiously optimistic due to global economic uncertainty”

Due to the increased proliferation of disruptive self-service solutions and the need to maintain and grow share, the POS terminal/workstation supply community has innovated – technologically and commercially - as a means to remain competitive and retain market share. For example, suppliers have:

- Reduced the footprint of their devices and made them more aesthetically pleasing to the retail environment
- Developed more energy efficient and higher performing products as a way to decrease the total cost of ownership
- Increasingly packaged services (i.e.: Monitoring, Management, Application development, support, maintenance) with their hardware as a means to add more value and provide a degree of insulation against competitive displacement
- Placed an increase reliance on mobile solutions to enhance customer service, improve customer loyalty, and create a more personalized in-store experience

ABOUT VDC RESEARCH GROUP

VDC Research Group (VDC) is a technology market research and strategy consulting firm that advises clients in a number of technology markets including: Automatic Identification and Data Collection, Embedded Hardware and Systems, Embedded Software and Tools, Industrial Automation and Control and Mobile and Wireless. Using rigorous primary research and analysis techniques, the firm helps its clients identify, plan for and capitalize on current and emerging market opportunities. We strive to deliver exceptional value to our clients by leveraging the considerable technical, operational, educational and professional experience of our research and consulting staff. During our nearly four decades of ongoing operation, we have had the pleasure of serving most of the world's leading technology companies, many high-profile start-ups and numerous blue-chip early and later stage investors. Our products and services consist of research reports, annual research programs and custom research and consulting services. Founded in 1971, the firm is located in the Boston area.

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