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## PRESS RELEASE

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### idX To Debut ShopRobotic at HD Expo

LAS VEGAS, NV—ShopRobotic by idX<sup>®</sup>, a totally customizable automated retail merchandise delivery system, will make its U.S. hospitality market debut at HD Expo May 10-12. Unlike other robotic stores, ShopRobotic by idX<sup>®</sup> allows hotels to design the unit to fit within their lobby environment and to own the vended merchandise, rather than sharing revenue or paying a monthly lease charge.

“ShopRobotic by idX<sup>®</sup> is new technology that offers hotels a better way to serve their guests’ merchandise needs,” explained idX Corp. Executive Vice President of Strategic Business Development Mark Pritchard. In particular, ShopRobotic by idX<sup>®</sup> offers a superb solution for handling higher value, high-demand items that currently present difficult security challenges. With ShopRobotic by idX<sup>®</sup>, merchandise is displayed securely in the glass-fronted kiosk and is dispensed when the customer inserts either cash or a credit card.

Constraints such as square footage or design aesthetics are not a problem with ShopRobotic by idX<sup>®</sup>. Unit dimensions can be designed based on the hotel’s requirements—large to stand out in a free-standing, kiosk-type arrangement or smaller for boutique hotel environments. It also can be designed in materials to match hotel décor, including wood, metal, veneer or laminate.

Among the benefits hotels will realize with ShopRobotic by idX<sup>®</sup>:

- Higher sales per square foot. Less floor space is needed to display and vend the product.
- Lower personnel costs. Staff time is no longer needed to unlock display cases, ring up purchases or retrieve items from stock.
- Greatly reduced shrinkage costs. The product isn’t delivered until the customer provides a credit card or cash.
- Wider product selection. Because products are kept secure, hotels are able to offer guests higher value traveler needs, such as electric razors, digital cameras, prepaid cell phones, batteries, chargers or iPods.
- 24-hour service. Your guests can make purchases from your lobby shop anytime of day or night.
- Improved product information delivery. An interactive touchscreen provides the consumer with in-depth information about the product.
- Improved customer data mining. Hotel management can download or upload information from or to any ShopRobotic by idX<sup>®</sup> kiosk anywhere in the world and react on a real-time basis.

ShopRobotic by idX<sup>®</sup> is powered by Teknovation, a collaboration that combines superior technology and the best design solutions. The technology operates on an X-Y axis, which is very different from other robotic store systems. Rather than the product being positioned several inches behind the glass front, with ShopRobotic by idX<sup>®</sup>, the product is right up against the glass. Picking is done from the back, allowing for a much larger pick area (up to 6 ft. by 8 ft.); the robotic arm uses a suction device that accommodates a wider variety of product shapes and sizes.

To see ShopRobotic by idX<sup>®</sup>, visit Booth 3672 during HD Expo, May 10-12 at the Sands Convention Center, Las Vegas.

#### About idX Corporation

With 20 years of experience, idX Corporation is a worldwide leader in fixture manufacturing, logistics and project management for the retail, hospitality and financial markets. To meet the needs of global customers, idX has eight facilities and offices worldwide housing more than 1,500,000 square feet of manufacturing and warehousing space, and 1,000 dedicated idX employees. idX’s portfolio reflects some of the best-known names in retail, hospitality and finance: Levi’s, Ralph Lauren, Microsoft, Marriott Corp., Tommy Hilfiger, Express, Starbucks, CitiGroup, Calvin Klein, Charles Schwab, Bed, Bath & Beyond, Old Navy, Discovery Channel, Niketown, Michael Kors and John Varvatos.