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PRESS RELEASE

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idX Customizes ShopRobotic For Gondolas

ST. LOUIS, MO - An alternative new version of ShopRobotic by idX®, the totally customizable automated retail merchandise delivery system, has been developed to fit into in-line gondolas or endcaps. The smaller unit, designed for merchandise such as consumer electronics, fragrances or consumables, will be shown at GlobalShop March 18-20.

"Unlike other robotic stores, ShopRobotic is totally customizable," said idX Vice President of Sales Bill Delaney. "That is why our customers encouraged us to design this gondola version, quadrupling ShopRobotic's market potential."

Although the unit has a smaller footprint (48-in. wide x 20-in. deep x 96-in. tall) than the original ShopRobotic, none of the features have been sacrificed. Just as with larger ShopRobotic units, an LCD touch screen is incorporated into the unit for product selection information, warranties, etc

New to this version is a storage area for excess inventory. Hidden behind ShopRobotic's front-facing graphics, the area houses inventory of fast-moving products, without having too many product facings visible to the customer.

idX, a worldwide leader in fixture manufacturing, logistics and project management for the retail, point-of-purchase and financial markets, developed ShopRobotic to help retailers that sell higher value, high-demand items. Because those products present difficult security challenges, most retailers keep them under lock and key, complicating the sales process. With ShopRobotic by idX®, merchandise is displayed securely in the glass-fronted kiosk and is dispensed when the customer inserts either cash or a credit card.

As demonstrated by the new gondola-sized unit, ShopRobotic is totally adaptable to any retail square footage or design requirements. It also can be designed in materials to match store décor, including wood, metal, veneer or laminates.

"We're extremely excited to bring this new machine to GlobalShop just one year after the launch of the original ShopRobotic," Delaney said. "We have had a very successful first year with ShopRobotic and are deploying it in a number of locations to support premier consumer products."

ShopRobotic 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®, 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.

About idX Corporation

With 20 years of experience, idX Corporation is a worldwide leader in fixture manufacturing, logistics and project management for the retail, financial, hospitality and point-of-purchase 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. For more information, visit www.idxcorporation.com.

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