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PRESS RELEASE

For Immediate Release

September 26, 2007



New Partnership Transforms Retail Space By Adding Intava Touch Screens to idX's ShopRobotic System *In-Store Marketing Expo Spotlights System at FutureVision Gallery*

CHICAGO — September 26, 2007 – idX Corporation and Intava® Corporation announced today that the companies have partnered to combine Intava's dynamic touch-screen systems with the new ShopRobotic by idX®. The new idX and Intava system is on display in the [In-Store Marketing Expo](#) FutureVision Gallery, part of [The Retail Media Forum](#).

The FutureVision Gallery will spotlight ShopRobotic by idX®, a totally customizable, automated retail merchandise delivery system, as one of the industry's most innovative new products. Visitors to the Gallery will see the state-of-the-art selling solution in action, with a dynamic music environment that will draw them in to browse, compare, listen to, and enjoy a full range of digital music players. The Intava interactive display extends the product experience and selection by enabling touch-screen shopping with product comparisons, full motion video, product specifications, music samples and more—adding virtual shelf space to the merchandising system.

The ShopRobotic and Intava store-front features an interactive listening station with a 32-inch plasma screen and ultra-modern graphical user interface, allowing for dynamic movement of products, scrolling through features, and comparison views. Customers can hear complete music tracks while browsing through artist and album information and art, along with a shop-and-compare station with various MP3 players to peruse—all integrated with the ShopRobotic brand messaging and inventory ready for sale.

"Adding Intava's touch-screen technology to ShopRobotic allows brand marketers and retailers to realize the full potential for consumer interaction in a dynamic environment," explained idX Corp. Executive Vice President of Strategic Business Development Mark Pritchard. "With this ShopRobotic system, brand marketers can provide consumers with the complete shopping experience—from discovery to comparison through to the actual purchase itself."

By adding Intava's touch-screens built on a sophisticated interactive platform, consumers will enjoy high-quality promotional video and demonstration products that can be explored on the screen. The result is a retail environment that draws customers into the products and brands that interest them, provides the information they need, and allows them to complete the purchase on their own.

"If you've ever wished your store fixtures could talk to your customers, engaging them in product discussions and answering questions, well now they can," said Intava CEO Troy Carroll. "Our systems help consumers make buying

decisions by simplifying the process of choosing from multiple products with hundreds of capabilities. Additionally, by using high-quality imagery and video, many more products can be displayed than can fit on a store shelf. The result is virtual shelf space that expands a retailer's store without adding a single additional square foot."

idX and Intava Showcased at In-Store Marketing Expo

To view a video on ShopRobotic by idX®, visit www.idxcorporation.com and click on the ShopRobotic button. The idX and Intava system will be on display in the FutureVision Gallery at In-Store Marketing Expo (www.instoreexpo.com), September 26-27 at Lakeside Center, McCormick Place, Chicago.

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. For more information, visit www.idxcorporation.com.

About Intava

Intava Corporation designs and builds dynamic touch-screen systems that transform retail space. The Intava Sphira technology blends interactive branding, customer usability, customization for specific business verticals, and strategies for screen fixtures and placement that promote retailer brands and compel consumer purchases. The company's Sphira technology platform enables rapid deployment and includes a suite of services such as remote administration and usage tracking, instant and addressable content updates, and constant system health monitoring. Founded in 2000 and headquartered in Bellevue, Washington, Intava customizes and implements systems for major retailers nationwide. More information is online at www.intava.com. PRESS CONTACT: Samantha Steinwinder, Concept Communications, 206-760-9809, samantha@conceptpr.net