

## **StoreXperience Converts Shoppers' Mobile Phones Into Personal Shopping Assistants With New Interactive Bar Code Solution**

*Built on the Microsoft Platform, Solution Helps Consumers Connect With Stores and Brands in New Ways; StoreXperience to Demo Offering as Part of NRF 'Product Hunt'*

National Retail Federation's (NRF) Annual Convention and Expo, New York, N.Y. — January 14, 2008 — StoreXperience, a provider of mobile shopping solutions for retailers, brands and consumers, today introduced a new solution, StoreXperience easy Shopping<sup>SM</sup>, that transforms consumers' everyday mobile phones into highly interactive Personal Shopping Assistants, improving both the in-store shopping experience and how retailers and brands market to consumers.

Built on the Microsoft software platform, StoreXperience easy Shopping leverages 2D Datamatrix technology - interactive bar code-like symbols that can be placed next to product information cards, on posters, on signage or on websites. By downloading a simple software application via a text message to their mobile phones, consumers can then "scan" 2D Datamatrix tags with their phones' cameras while they shop, receiving rich, in-depth product information supplied by participating retailers and brands.

"StoreXperience is dramatically changing the in-store shopping experience by giving stores and brands a new channel to engage and market to consumers via mobile devices," said Herve Pluche, president and co-founder of StoreXperience. "Mobile devices provide a largely untapped opportunity for retailers to connect with consumers, particularly those in the 18- to 40-year-old demographic, in real-time as they shop. StoreXperience brings together mobile technology, marketing software and a rich consumer experience to open significant new sales and marketing channels for retailers."

In addition to the ease of use by which consumers can interact with 2D Datamatrix technology, StoreXperience's solution also integrates back-office analytic, delivery and CRM functionality based on the Microsoft software platform to allow stores and brands to engage with shoppers in real-time and manage marketing at the local level. Utilizing functionality in Microsoft Windows Server 2003, Microsoft SQL Server 2005 and Microsoft Dynamics CRM 3.0, the StoreXperience solution ultimately helps retailers and brands maximize purchases, create new up-sell and cross-sell opportunities and provide consumers with additional product details.

"StoreXperience's solution, built on the Microsoft platform, has the potential to be game-changing for the consumer shopping experience in the store," said Geoff Thomas, general manager, U.S. Retail and Hospitality Group at Microsoft Corp.

"StoreXperience's cutting-edge technology, coupled with Microsoft's familiar, easy-to-use and widely supported platform, is a 'win-win' next generation solution for stores and brands looking for new ways to market to their customers."

The technology and service will be publicly demonstrated for the first time to the attendees at the National Retail Federation's (NRF) Annual Convention and Expo, in Microsoft's booth No. 818, Jan. 14-15, in New York City. To showcase the benefits of the service, Microsoft and StoreXperience will host "The Great Product Hunt", a joint promotion by which attendees at NRF will use StoreXperience and Microsoft technologies to capture product information from participating vendors and win prizes.

Customers wishing to purchase the StoreXperience solution should contact their Microsoft value-added reseller for core Microsoft components, such as Windows Server, Microsoft Dynamics CRM and Microsoft SQL Server, and StoreXperience for services and software to integrate and roll out the solution.

### **About StoreXperience**

StoreXperience provides mobile shopping applications and creates interactivity in the store between consumers, stores and brands. To consumers, StoreXperience is a Personal Shopping Assistant available on mobile phones, providing product expertise, product associations, and special offers. To stores and brands, StoreXperience is a powerful marketing and consumer management service that informs and influences consumers in the field to maximize spending. Its ability to create, implement and monitor contextual mobile marketing campaigns in real time makes it an invaluable service. StoreXperience builds brand differentiation and creates loyalty, and can be deployed to support internal sales forces. StoreXperience delivers non intrusive mobile solutions that redefine the consumer in-store experience, without the hurdle of large capital expenditures.

StoreXperience is based in Berkeley with offices in Boston and Paris. More information is available at [www.storeexperience.com](http://www.storeexperience.com)