



## For Immediate Release

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## More Retailers Choose Showroom Technology as Proven Results Continue to Grow

**American Furniture Warehouse and Big Sandy Superstores install SHOW/PRO™ with satisfying results.**

**Reston, Virginia, January 12, 2006 – Showroom Technology, Inc. announced today that it has recently won the confidence of several new Home Furnishings retailers. Furniture Fair of North Carolina, Oskar Huber Furniture, Interiors, and Miller Brothers Furniture have all chosen Showroom Technology's promotional kiosk system, SHOW/PRO™, to help advance the consumer's experience on the showroom floor. Realizing that manual paper processes and static paperboard displays are not what today's consumers want, these forward-thinking retailers have called on Showroom Technology to improve the showroom floor sales process, thereby increasing both customer satisfaction and sales performance.**

Showroom Technology's new customers gained confidence in SHOW/PRO's capabilities by learning about the success other retailers are having with SHOW/PRO and understanding how powerful an in-store interactive, electronic device can be in converting showroom browsers to buyers. "Showroom Technology's promotional kiosks are integrating smoothly with our sales and customer credit processes," said Robert Van Hoose, Jr., Chairman of Big Sandy Superstore. "Early indications are the kiosks will meet our expectations of increased revenue and profit and are, therefore, an intelligent investment. Based upon these results, we ordered kiosks for all of our stores." Big Sandy Superstore, a Furniture Today Top100 Home Furnishings retailer, now has fourteen SHOW/PRO kiosks in operation across three states.

On the showroom floor, SHOW/PRO offers a retailer an opportunity to better serve its showroom customers with easy-to-use applications for promotional credit and coupons or specials. Engaging the customer with credit and sales promotions early in the shopping process has proven to convert more shoppers in to buyers and also to significantly increase the store's average ticket. In addition, SHOW/PRO provides a dynamic digital display for the retailer to run up-to-date and variable/rotating advertising and promotions to better target information and offerings to consumers in the showroom – at the point-of-sale, when they are most likely to buy.

Showroom Technology's installation of two pilot SHOW/PRO kiosks at American Furniture Warehouse, Colorado's biggest Home Furnishings retailer with well over \$300 million in annual sales, has proved to be a success. "The Showroom Technology kiosk system has worked just as we thought it would. Even though our pilot was limited to two kiosks for ninety days, there is no question about the positive results obtained thus far," said Tony Mitchell, Purchasing Manager at American Furniture Warehouse. "The kiosk has improved our customer's shopping experience while contributing to the store's increase in sales performance." The SHOW/PRO kiosks at American Furniture Warehouse are interfaced with CitiFinancial Retail Services' promotional credit system and Storis Management Systems' point-of-sale system. American Furniture Warehouse has plans to continue rolling out SHOW/PRO kiosks to other stores.

## **About Showroom Technology, Inc.**

Showroom Technology, Inc. is first-to-market with innovative kiosk technology for big ticket retailers to improve sales performance in the retail showroom. Its SHOW/PRO™ promotional kiosk system, leveraging technology from award-winning Apunix and Olea Exhibits, allows consumers to quickly and privately apply for promotional financing and register for special promotions while enabling the retailer and its product vendors to offer targeted advertising and incentives to these qualified shoppers in the showroom. The results are immediate and measurable, increasing average ticket, converting more shoppers in to buyers, and capturing key consumer information for marketing purposes. For more information, visit [www.showroomtech.com](http://www.showroomtech.com)