



**A Better Return on Foot Traffic™**

## **For Immediate Release**

For More Information:

Showroom Technology, Inc.  
David Weyher  
(703) 234-5564  
dweyher@showroomtech.com

## **Showroom Technology praised by kiosk industry**

### **SHOW/PRO® v3 garners much attention for its design and effectiveness.**

Herndon, Virginia, May 12, 2008 – Showroom Technology, Inc. announced today that the third generation of its kiosk system, SHOW/PRO® v3, designed and optimized for big-ticket retailers, has received high praise from kiosk industry heavyweights. KioskCom Self-Service Expo, the kiosk industry's largest tradeshow, recently honored Showroom Technology as a finalist for its "Best Overall Software Solution" award category. Showroom Technology competed with BMW and Dave & Buster's for the award. David Weyher, chief executive officer of Showroom Technology, was also selected to present the SHOW/PRO kiosk system to a standing-room-only crowd at the KioskCom Self-Service Expo.

Coinciding with the recent KioskCom Self Service Expo, leading kiosk industry analyst, Summit Research, highlighted the SHOW/PRO kiosk system in its annual Retail Kiosk 2008 report. Summit Research is widely regarded as the industry's leading independent research firm and its praise of the SHOW/PRO kiosk system speaks strongly of the quality of design, ease-of-use, and, most importantly, its return-on-investment results.

"After having spent four years implementing kiosk solutions in big-ticket retail and carefully listening to our customers, we are proud to introduce our latest SHOW/PRO kiosk system," said David Weyher, chief executive officer of Showroom Technology. "Our long list of satisfied customers and the results they have shared with us is testament to SHOW/PRO's effectiveness in big-ticket retail."

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

Showroom Technology's SHOW/PRO® kiosk system is rapidly becoming a key sales tool in the retail store. A SHOW/PRO kiosk allows consumers a self-service way to quickly and privately apply for financing and register for in-store promotions. The kiosk system also displays targeted advertising to consumers in the store in order to influence shopping behavior. As a result, SHOW/PRO kiosks help retailers increase sales performance, improve a consumer's in-store experience, and streamline the sales floor administrative process, thereby achieving a better return on foot traffic. For more information, visit [www.showroomtech.com](http://www.showroomtech.com)