



A Better Return on Foot Traffic™

For Immediate Release

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All-new kiosk system unveiled by Showroom Technology

New features focus on in-store data collection and marketing services.

Herndon, Virginia, March 20, 2008 – Showroom Technology, Inc. announced today the release of an all-new kiosk system, designed specifically to help big-ticket retailers improve sales performance. SHOW/PRO® v3, a completely redesigned version of Showroom Technology's popular kiosk system, was successfully tested at several home furnishings retailers and is now being rolled-out to all Showroom Technology customers.

Showroom Technology also announced the introduction of a new compact and economical desktop kiosk platform, running all the features of SHOW/PRO v3 less the top screen used to display video/image advertising. This new kiosk platform is ideal as a complement to Showroom Technology's free-standing kiosks or as a stand-alone unit in more space-challenged stores.

New for SHOW/PRO v3 is the "Contest Card." Purchased separately, the cards are used in-store as a means for driving foot traffic to the kiosks. Consumers receiving the card swipe it through a card reader on the kiosk and are presented with a special promotion, designed by the retailer specifically for use with the cards. Once the consumer has entered some personal data, the prize or offer is displayed and printed at the kiosk.

"We have made good use of the SHOW/PRO kiosks. But when Showroom Technology introduced us to the Contest Cards, we were convinced we could engage even more customers with the kiosk early in the shopping process," said Paul Sanford, chief operating officer of Roomful Express Furniture. "When we ran a promotion using the cards, we realized a significant increase in the number of customers entering data in the kiosk system."

Roomful Express Furniture has been running a sweepstakes-style promotion on the kiosk for over six months. When they made this promotion available using the Contest Cards, Roomful Express Furniture saw an immediate ten-fold increase in the number of consumers willing to enter data in the kiosks. The ease by which sales associates hand out the cards, the appeal of swiping the card to discover its value, and the electronic capture of contact data on consumers in the store, makes this feature a win-win for both consumer and retailer.

Other new features of SHOW/PRO v3 include: the quick retrieval of a consumer's available credit line (open-to-buy); automatic pending credit application update; and the ability of retailers to readily view certain demographic and preference data on all consumers registered through the kiosk.

"We have listened to our retail customers and continue to evaluate the marketplace needs," said David Weyher, chief executive officer of Showroom Technology. "The release of SHOW/PRO v3 and the introduction of the desktop kiosk platform clearly offer our big ticket retail customers more value and more options for their floor operation."

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