



## **For Immediate Release**

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## **Top 100 home furnishings retailers move forward with rollout of SHOW/PRO<sup>®</sup> kiosks**

### **Pilot projects demonstrate in-store kiosks add value to sales operation.**

Herndon, Virginia, July 10, 2007 – Showroom Technology, Inc. announced today that two more of its customers have moved forward with rolling out Showroom Technology's SHOW/PRO<sup>®</sup> kiosk system. Roomful Express Furniture and Linder's Furniture, two large and respected retailers, both had tested the kiosk system at a small number of stores initially and have recently decided to order more of Showroom Technology's kiosks for all stores.

Linder's Furniture was recently chosen as Western Home Furnishings Association "Retailer of the Year", as a result of its business operation, retail acumen, and community involvement. It had been using SHOW/PRO in three of its ten stores before choosing to roll out the kiosks to all stores. "Our strategy with the SHOW/PRO kiosk is three fold," stated Scott Schaldenbrand, Linder's Furniture chief financial officer. "First, it provides a sales tool that will help increase ticket averages by having customers apply for and receive a line of credit at the start of their visit. Secondly, it develops a marketing data base using the kiosk's couponing and registration capabilities. Lastly, we use the kiosk for in-store advertising. To date, the kiosk has proven to be effective and easy to manage from our corporate headquarters."

Roomful Express Furniture had previously tested the kiosks in its Pittsburgh store and realized positive sales results in a short period of time, according to Paul Sanford, chief operating officer. As a result, the Pennsylvania retailer ordered Showroom Technology to rollout its SHOW/PRO kiosks in all ten Roomful Express Furniture stores and its recently opened Ashley Furniture HomeStore. "The initial results achieved with the SHOW/PRO kiosk system demonstrated to us that this device can have a significant impact on our sales floor operation," stated Sanford. "Incorporating these kiosks into our sales process across the entire business operation is a strategic initiative intended to raise our sales performance."

A growing number of savvy home furnishings retailers understand that they can produce more output from the same base operation by leveraging an in-store, self-service kiosk system. "Roomful Express Furniture and Linder's Furniture epitomize successful retail operations," said David Weyher, chief executive officer at Showroom Technology. "They truly understand the importance of improving their floor operation in order to increase sales performance while improving the customer's shopping experience."

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

Showroom Technology's SHOW/PRO<sup>®</sup> kiosk system is rapidly becoming a key sales tool in the retail store. SHOW/PRO 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 helps retailers increase sales performance and realize a better return on their advertising budget, while improving a consumer's in-store experience. For more information, visit [www.showroomtech.com](http://www.showroomtech.com)