



For Immediate Release

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Latest version of SHOW/PRO[®] kiosk system runs on any platform

New 100% web-based system now available for popular Apple iPad tablet.

Leesburg, Virginia, July 8, 2010 – Showroom Technology announced today it has made available a new version 4 release of its kiosk system that is completely web-based. This new version enables the kiosk system to run on virtually any platform. In addition to Showroom Technology's attractively designed kiosk platforms, the SHOW/PRO v4 kiosk system is now compatible with Apple's iPad tablet. The very popular iPad touchscreen platform offers retailers a truly mobile device to move about the store while having the power of the SHOW/PRO kiosk system with them at all times. The design appeal and simplicity of the iPad tablet combined with its outstanding screen clarity make this new device a great fit for showroom floors.

Showroom Technology now offers big-ticket retailers a multitude of consumer self-service devices to meet its particular operational needs while offering a broadened pricing structure to meet virtually any budget. The SHOW/PRO kiosk system ties together a retailer's four primary consumer touch points – website, email marketing, print advertising, and in-store activity. Retailers nationwide have embraced the SHOW/PRO kiosk system as a cost effective way to increase sales and generate a better return on foot traffic. Dealers using the SHOW/PRO kiosk system have testified about its dramatic results, including two to three times the average response rate of direct mail campaigns, as well as 20% to 30% increase in average ticket.

The SHOW/PRO v4 kiosk system not only allows for platform independence, but it enables retailers to interact with any website. As simple as displaying its own website to more pinpointed functions, such as displaying product web pages, the kiosk becomes an in-store extension to the retailer's web strategy. Being 100% web-based, SHOW/PRO also enables real-time changes to content, as changes are made on web pages, therefore not requiring a download or push to the kiosk platform itself.

About Showroom Technology

Showroom Technology's SHOW/PRO[®] kiosk system has rapidly become 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, register for promotions or incentives, and easily browse product information and images. The kiosk system also includes barcode technology that can be incorporated into direct mail, email, or website marketing programs to help drive foot traffic into the store. As a result, SHOW/PRO kiosks help retailers increase sales performance, improve a consumer's in-store shopping experience, and streamline the sales floor administrative process, thereby achieving a better return on foot traffic. For more information, visit www.showroomtech.com.