



For Immediate Release

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SHOWROOM TECHNOLOGY ENHANCES FUNCTION OF ITS PROMOTIONAL KIOSK FOR BIG TICKET RETAILERS.

New version incorporating digital signage for in-store continuous loop video and image advertising to be introduced at NHFA Retailer Resource Center at High Point Market in April.

Reston, Virginia – March 28, 2005 – Showroom Technology, Inc. announced today the introduction of the next version of its Showroom Promotional Kiosk – SHOW/PRO. Now, Showroom Technology will leverage the effectiveness of fast and private consumer registration and electronic credit application at the kiosk with electronically scheduled and controlled digital advertising and promotion via a large LCD flat panel color monitor.

Promotions offered in a targeted and appealing manner to consumers in a store or showroom (narrowcasting) complement the mass media delivered advertising and promotions (broadcasting) that retailers spend significant money on to attract the consumers to the retail showroom.

Big ticket retailers are now recognizing that an in-store interactive kiosk for collecting customer data and enabling electronic credit application with leading private label credit financial institutions increases sales performance. The notion that this same kiosk can also be used to deliver targeted and cost-effective advertising and promotions to consumers in the showroom adds even greater value. The Showroom Promotional Kiosk increases the ability for retailers to reach out to consumers shopping in showrooms and entice them to purchase then and there. Recent studies have proven the increase in consumer purchasing behavior as a result of in-store enticements, such as targeted advertising, promotions, and up-front credit authorization.

Using Showroom Technology's web-based Promotion Manager software, retailers can remotely specify, schedule, format, distribute, and run full motion video or digital images on each kiosk in retail showrooms. Retailers can specify different promotions to be run across the SHOW/PRO kiosks according to location and/or time. The promotions run in a continuous loop as specified in the promotion scheduler function of the software.

Showroom Technology has proven that its Showroom Promotional Kiosk provides real value and rapid payback to big ticket retailers. It now has gone one step further with the introduction of a large digital display on the kiosk. "Showroom Technology has enabled big ticket retailers to greatly improve how they interact with consumers in the retail showroom," said David Weyher, Chief Executive of Showroom Technology, Inc. "Offering consumers appealing enticements to purchase while in the showroom and eliminating inefficiencies in the sales process results in increased sales."

The SHOW/PRO promotional kiosk from Showroom Technology will be on display and demonstrated during the High Point Market in April in exhibit space #10 at the National Home Furnishings Association (NHFA) Retailer Resource Center on the 12th floor of the International Home Furnishings Center. Contact Kirk Randall at (703) 967-1176 or krandall@showroomtech.com to schedule a personal demonstration.

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 Showroom Promotional Kiosk™, powered by the award-winning kiosk engine from Apunix, 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 purchase to these qualified shoppers. The results are immediate and measurable, increasing average ticket, converting more shoppers into buyers, and capturing key consumer information for marketing purposes. For more information, visit www.showroomtech.com.