

SATO Labeling Solutions America, Inc.

Partnering for the Future - SLA's drive toward a complete DCS & Labeling model

SLA is proud of its ability to provide retailers with Innovative Tag and Label printing solutions. Most of these applications have been in the distribution/warehousing departments utilizing our laser solution with thermal products as a complimentary offering. To achieve the SLA 2015 vision goal we must focus on unique and exciting DCS and Labeling applications utilizing thermal printing solutions.

Today, SLA has a complete support infrastructure for retail laser printing solutions. As we began to focus on thermal applications, we realized that partnering is our most effective option to quickly enhance & improve our thermal offering. This partnership as well as others allows SLA to begin to reap the benefits of a true DCS & Labeling model today.

We welcome the latest SLA partner, **Point of Sale System Services, Inc.** (pss). pss offers all levels of in-store system services. pss is fully experienced in all aspects of the POS industry and currently supports over 80 retailer projects who each have from 1 to 1,300 locations. With their retail history and success with clients, we are confident that pss solutions can help SLA with many mobile printing projects.

Founded in early 1991, pss has always held as its company mandate to provide all hardware and software solutions, and installation or support services related to the retail industry. With over 228 man years of industry experience, pss is staffed by experienced retail professionals. Their MOBILeTY software platform can be configured to work within a broad range of applications whether it be price markdowns, food labeling, apparel tagging or POS transactions. pss has implemented thousands of wireless applications using mobile computers and thermal printers.

As SLA pursues new and exciting applications in the retail market, we are confident that pss will help solidify our solutions.

Collaboration is already underway to demonstrate our combined solutions. Some results of this partnership are a host of demos and trade shows. pss and Denso recently demonstrated a SATO MB200i printing fresh food product labels at the National Association of Convenience Stores Technology Show (NACStech) in Nashville, Tennessee. The show targets convenience stores with a primary emphasis placed on providing the public with suitable locations to quickly purchase from a wide array of consumable products (predominantly food and/or gasoline) and services. Other pss Denso/Sato solutions will also be shown at the Food Marketing Institute Show, The National Restaurant Show, (both in May 07) and The Retail Systems show (June 07).

Our SLA alliance program is based on finding partners that contribute value to the complete Sato solution having Hand Held Terminals (HHT), software, printers, supplies and professional services. In the future we will review the Denso partnership that completes DCS and Labeling Solutions in this area.



Best of Breed Solutions

When combined with the "best of breed" handheld products, the breadth of business criteria considered in the development of **MOBILETY** forms a complete solution. This truly makes **MOBILETY** a multifunction engine providing ultimate performance and mobility, increasing productivity and profit throughout the retail supply chain.



MOBILETY is operational in batch with ActiveSync communication, 802.11b/g for RF and WIF communications, and CDMA for cellular communication.

MOBILETY supports Bluetooth device-to-device communications.

Mobility Mobility Mobility Mobility
MOBILETY portable processing made easy
Mobility Mobility Mobility Mobility

Markdowns

MOBILETY brings the complete capabilities of electronic markdowns to the mobile environment: automation of the identification of the items for markdown, the automation of the production of the label or tag, the accuracy of the retail value placed on the tag, and the labor reduction inherent in the speed of the process.

MOBILETY is a complete stand-alone application providing a touch screen environment for ticketing capability. The ability to make a new bill tag (not just a markdown label), the ability to send up the cost of the items marked down, the ability to search the file by description as well as the scanning of the SKU, multi-ticketing/tagging, and automated markdown list control are areas that can be modified to add user control and system tailoring.



pss PARTNERS

- CASIO
- Cegid
- DENSO
A DENSO Group Company
- EPSON
EXCEED YOUR VISION
- FUJITSU
Value Added Reseller
- NCR
- PAXAR
The Power of Identification
- PSC
- CAD Triversity
- SATO
DCS & Labeling Worldwide