



Escalate Retail® to Demonstrate New Interactive Store Kiosk with Microsoft Silverlight™ Technology at NRF 2010

Escalate's Interactive Store Kiosk application will leverage Microsoft Multi-touch technology to deliver a unique, customer-centric store kiosk

San Diego, CA, January 11, 2010 — Escalate Retail today announced that it will premiere and demonstrate its Interactive Store Kiosk application at the National Retail Federation's (NRF) 99th Annual Convention and Expo in New York, January 10-13, 2010 (booth #619.) The Interactive Store Kiosk application, deployed on [industry-leading hardware from HP](#), leverages Microsoft Multi-touch and Silverlight technologies to deliver rich product catalog browsing, highly detailed product features, social shopping features, and "endless aisle" shopping supported by rich multimedia capabilities.

While store kiosks of the past have been one-dimensional and lacking in shopper-friendly features, Escalate's Interactive Store Kiosk will allow consumers to "shop how they think." Microsoft Multi-touch technology responds to multiple points of touch contact simultaneously and allows shoppers to "grab" digital information with their hands and interact with on-screen content by touch and gesture, without a mouse or keyboard. Customers can access the entire product catalog ("endless aisle"), browse video content that's relevant to their shopping choices, view the retailer's latest social networking stream, read customer reviews in-store, create, update, and shop wish lists and gift registries, and more.

With today's retail market more competitive and consumers more discriminating than ever, retailers must continue finding ways to stay relevant and connected to their customers at all times. Shoppers typically cannot get substantial product information from the brief details available in the aisle and on the packaging. Without confidence that they are choosing the best option, many will window shop in-store and decide to do more research online at home before committing to a specific model. Then, they may very well choose to purchase online from a competitor.

By offering shoppers the entire product catalog combined with rich product descriptions, photos, video, customer reviews and more – all at their fingertips – they can comparison shop between brands and feel confident that they are making an informed purchase decision without walking out of the store.

"Our Interactive Store Kiosk brings a unique opportunity for retailers to provide their customers with a comprehensive product research portal in the store that's innovative and engaging," said Mike Julson, CTO of Escalate Retail. "By utilizing Microsoft Silverlight on the kiosk with the Multi-touch capability, we were able to create an immersive user experience with deep-zoom technology for browsing products interactively and accessing high-quality product images without affecting store connectivity. Finally, our Interactive Store Kiosk accesses exposed business logic through web services on our multichannel e-Commerce platform leveraging the same product content, pricing, customer reviews and more that are used in other channels."

"We share Escalate's commitment to help our retail customers deliver a consistent shopping experience through seamless multi-channel integration and via innovative technologies, including self-service, using solutions such as Microsoft Multi-touch and Silverlight," said Brendan O'Meara,

managing director, worldwide retail industry, Microsoft. “Because of our breadth of consumer relationships and insight, Microsoft is uniquely positioned to enable our retail industry partners to create compelling virtual connected experiences, such as Escalate’s Interactive Store Kiosk, for their customers aligned with their other offerings – online, in-store or mobile.”

About Escalate Retail

Escalate Retail is the #1 provider of retail solutions that drive cross-channel excellence and personal, relevant shopping experiences – on the web, in the store, on your mobile device, and over the phone. Escalate’s All-Channel Commerce delivers revenue-driving interactions in every channel through a powerful portfolio of solutions, including e-Commerce, m-Commerce, Store Kiosks, Pocket Kiosks, Relationship Marketing, Clienteling, and Order Management. More than 500 retailers run their businesses on Escalate software, including 11 of the largest 100 retailers worldwide, over 50 of the Internet Retailer top 500 e-Commerce sites and 14 of STORES Magazine’s “Hot 100.” The company maintains headquarters in San Diego, CA with three additional offices located across North America and Europe. For more information, visit www.Escalate.com.

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