

## Take Your Retail Operation to New Heights





## Gain a competitive advantage—from the distribution center to the point of sale

Today's demanding retail environment forces retailers to find new ways to compete. Ever-tighter margins demand more cost-efficient and productive ways to manage the flow of inventory and information, from supplier to point of sale. Expanding consumer choice requires that you deliver an outstanding shopping experience to secure loyal customers, driving more frequent visits and a larger basket size.

## Maximize your operations—shorten turnover, speed up restocks, and increase store profitability

Meeting these challenges requires an experienced partner with the know-how and alliances to meet them head-on. That's Intermec. Our broad lineup of rugged and versatile mobile computers, bar code scanners, and RFID systems enable new levels of supply chain efficiency. You'll gain improved inventory visibility, lower operating costs and reduced out-of-stocks; ensuring you have the goods your customers want, when and where they want them.

## Mobilize your store, securely

Advancements in wireless networking and mobile computing technology gives you exciting new ways to provide extraordinary service and increase profitability. Taking advantage of new enhancements in video, voice and RFID lets store associates find answers, recommend products and verify inventory, all without ever leaving the customer's side. Assisted selling, mobile POS and line-busting are no longer the wave of the future; these technologies are being deployed by leading retailers right now. Management is untethered from the back office, free to help customers and associates on the floor while staying connected to the tools and information vital to their success.

*The time is now. The technologies are here. Only Intermec brings together the rugged products, industry alliances and deep experience you need. Imagine the possibilities.*



## Five ways Intermec helps retailers stay ahead of the competition

*Combining a comprehensive range of rugged technologies, a collaborative approach, and strong industry partnerships, Intermec makes implementation of your retail supply chain systems simpler, easier, more complete and effective.*

### 1. Robust, easily integrated product line

From next-generation mobile devices and radio frequency identification (RFID) readers to breakthrough scanning technology, our full range of products is built tough for dependable, reliable service. Our systems are based on industry standards to provide seamless integration and assured compatibility—now and in the years to come.

### 2. Powerful partnerships

A successful, trouble-free operation requires the right mix of hardware, software, services and related technologies. That's why Intermec partners with top-tier industry leaders including Cisco, IBM, Microsoft, Oracle and SAP. By working together, we're able to provide you with proven, end-to-end solutions.

### 3. Mobility Lifecycle Services

Intermec Mobility Lifecycle Services is a comprehensive suite that eases the burden and complexity of deploying, managing and supporting mobility across the retail enterprise. Lifecycle Services provides retailers with exceptional insight into their mobility initiatives through actionable reporting and consultative expertise, so that they can focus on proactive and strategic management of their business.

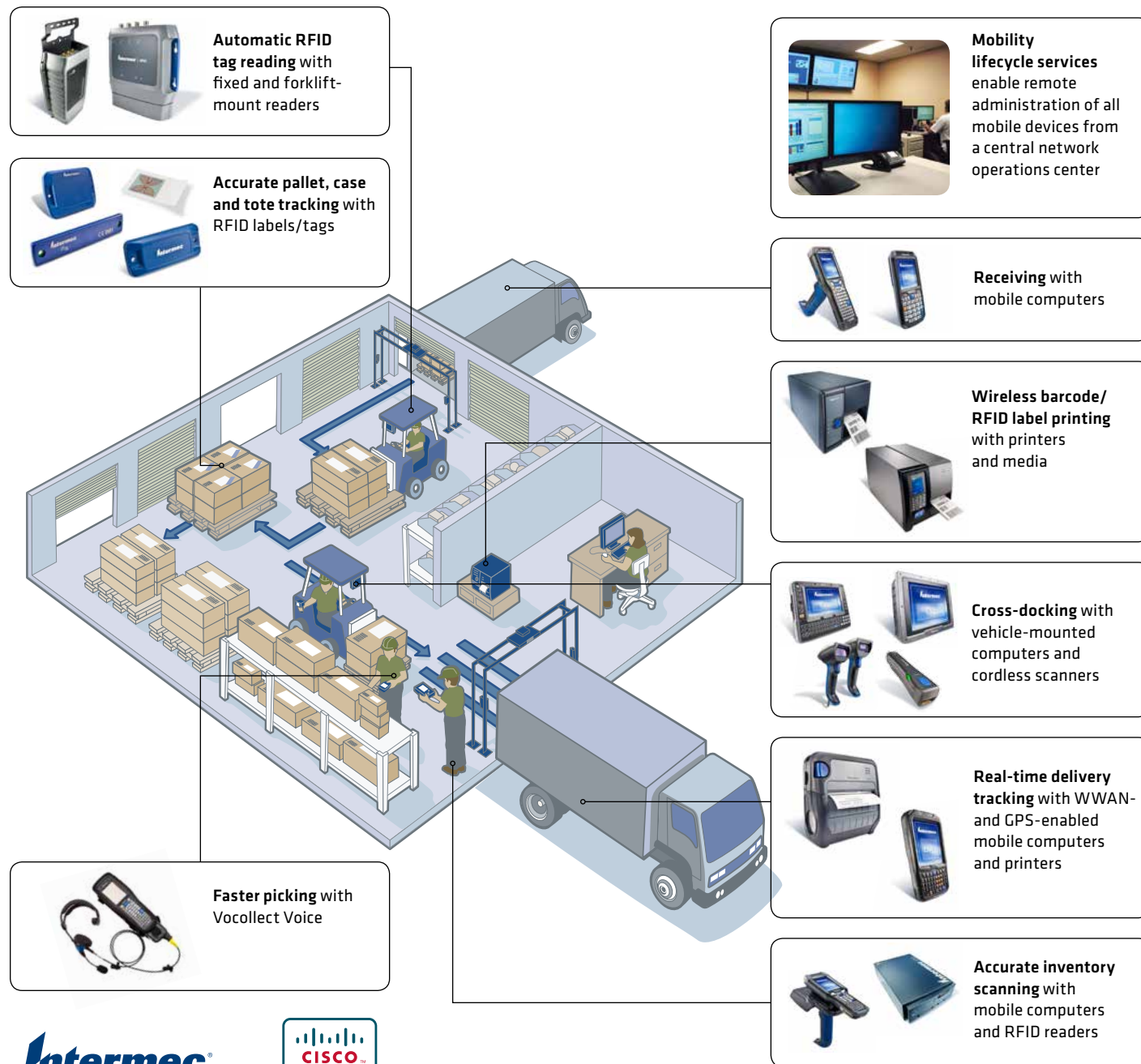
### 4. Global reach

Powered by a global team of experts, Intermec has 40 years of innovation and experience. We operate in more than 70 countries around the world. Our clients include 75% of Fortune 500 companies. Intermec's broad and deep resources enable us to serve you everywhere you do business.

### 5. Committed to open standards

Intermec develops products based on open standards, giving you more and better technology choices. Our products are certified for Cisco® Compatible Extensions (CCX), validated on the IBM Store Integration Framework, compatible with Wavelink Avalanche and Terminal Emulation, powered by Microsoft's Smarter Retailing initiative, and built on Windows Mobile and CE platforms, 802.1x security, 802.11a/b/g wireless and EPC Gen2 RFID standards.

## Optimizing every facet of your distribution center



**Intermec**  
SmartSystems™



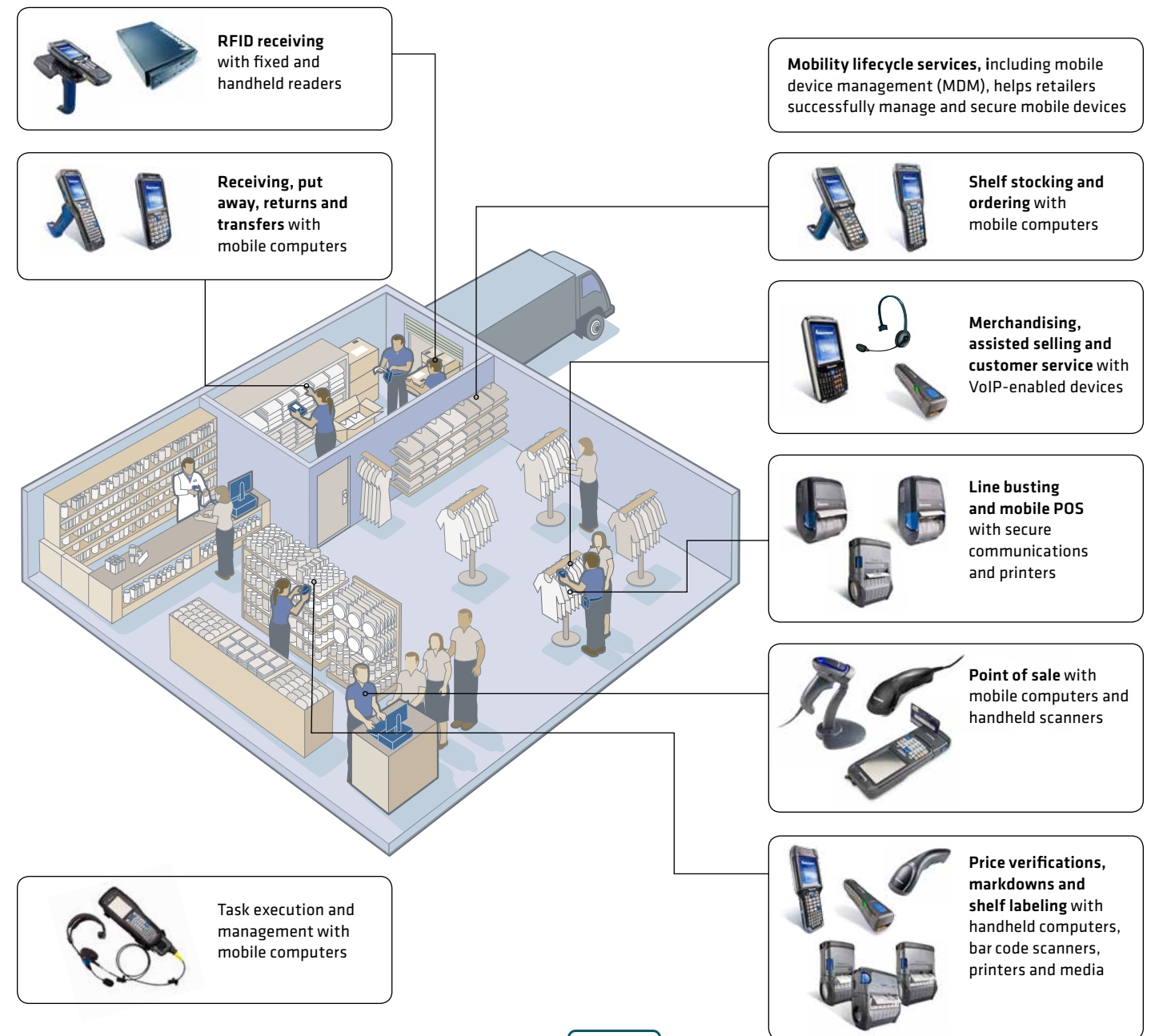
### Superior wireless solutions with Cisco

A wireless infrastructure is fast becoming a required enabler for retailers, necessary to implement new business solutions in stores and DCs. To deliver best-in-class mobile systems, Intermec partners with Cisco, the world's premier networking provider. By working together closely, we're able to provide superior, open, secure solutions that maximize the capabilities of a Cisco wireless infrastructure.

### Full product line for retail

Intermec delivers a full line of products especially well-suited for the needs of retail businesses, including mobile computers, RFID systems, printers, scanners and our SmartSystems™ solution for remote device management. Working in concert with partner solutions in software, middleware and wireless access, Intermec systems deliver the outstanding performance you need to improve operational efficiencies and customer service.

## Optimizing every facet of your in-store operations



**Intermec**  
SmartSystems™



### Case in point: RFID leadership

RFID is transformational technology for the retail industry. The unique features and benefits of RFID enable retailers to have inventory and asset visibility never seen before. Intermec leads the industry with more than 15 years of experience inventing, developing and installing RFID solutions. We offer the broadest range of standards compliant RFID readers, tags, software and implementation services.

### Technology convergence

New capabilities in Intermec mobile systems enable industry leading applications, on common platforms, to put better tools in the hands of your employees. Our systems deliver on the promise of today's technology and leverage integrated voice, video, scanning, cameras, VoIP, Cisco CCX compatible WiFi, Bluetooth, 3G WAN radios, mag stripe readers and RFID.

## Improve the customer experience with Intermec's supply chain products and services

Mobile computing solutions  
Mobile and fixed RFID systems  
Scanning technology  
Printers and media  
Bar code readers  
Professional services  
Wireless networks  
Support services  
Mobility Lifecycle Services  
Software tools and utilities

### Applications

Manufacturing Operations  
Warehouse Operations  
Supply Chain Operations  
In-Transit Visibility  
Direct Store Delivery  
Store Operations  
Store Management  
Field Service

For more information on how your business can use Intermec solutions to enhance productivity, build customer satisfaction and increase store profitability, visit [www.intermec.com](http://www.intermec.com).



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