



**FOR IMMEDIATE RELEASE**

**Contact:**

**Aaron Martin ([amartin@sphillips.com](mailto:amartin@sphillips.com))**  
**Scott Phillips ([sphillips@sphillips.com](mailto:sphillips@sphillips.com))**  
**Phillips + Associates, Inc.**  
**312-943-9100**

**SHOPPERTRAK LAUNCHES ENHANCED EMPLOYEE TRAFFIC MEASUREMENT SOLUTION**

*FloorTrak™ with Orbit 5 ID™ Technology Monitors Employee Movement to Deliver Retail Industry's Most Accurate, Reliable Traffic Data*

*Company Executives to Showcase Technology at NRF Big Show in New York, Jan. 11-14*

**CHICAGO – January 8, 2008** – ShopperTrak, the world's leading provider of retail traffic intelligence solutions and services, today announced the introduction of FloorTrak™ with Orbit 5 ID™, a traffic measurement solution that allows retailers to separately count employee and customer movement, providing the most accurate traffic data available in today's marketplace.

ShopperTrak developed FloorTrak™ to monitor the location and movement of employees in a retail environment, effectively isolating employee counts from customer counts and providing precise analysis of the impact of employee activity in the store. By delivering this level of traffic data, FloorTrak™ allows retailers to improve operational efficiencies, including:

- Separating customer activity from employee activity in key areas of the store.
- Comparing actual fitting room customer traffic and store conversion rate to other stores.
- Determining the effectiveness of in-store strategy changes, including visual merchandising, signage and reconfiguration.
- Scheduling labor more efficiently and cost effectively.

- Identifying staff compliance with store directives.
- Analyzing new store concepts.

ShopperTrak's FloorTrak™ combines ShopperTrak's Orbit 5™ sensor with partner Time Domain Corporation's ultra wideband (UWB) PLUS™ reader. Employees are outfitted with thin, active PLUS™ real-time location system (RTLS) tags that are placed on lanyards or behind employee nametags. FloorTrak™ is positioned above each entrance or pass-through area and when a tagged employee moves through the coverage zone, their unique tag ID is transmitted to the Orbit sensor. With the FloorTrak™ system in place, retailers can eliminate employee traffic as "white noise," only counting customers in each store.

Additionally, the FloorTrak™ solution is perfect for high-service areas like fitting rooms where customer counts are normally difficult to obtain due to high employee traffic. In today's marketplace, retailers know that the likelihood of a sale increases enormously if the customer tries on a selection, and FloorTrak™ enables the retailer to better understand customer behavior and volume at the fitting area, allowing them to provide the best possible fitting room experience – ultimately increasing conversion rate and return trips to each store.

"Customer traffic data has evolved to become a key metric retailers rely on to become more efficient and to maximize conversion rate in their stores," said Bill Martin, co-founder of ShopperTrak. "By developing FloorTrak™, we're able to provide our retail clients with the most accurate and reliable traffic data available – ultimately increasing store performance and improving the bottom line."

ShopperTrak's Orbit 5™ technology is the most accurate and reliable customer traffic counter in the industry and provides the precise data on shopper entrance and exit activity that allows retailers to make strategic decisions necessary to improve store performance. The device utilizes two on-board video sensors with high speed processing components to unobtrusively track customers' movements in a retail environment. The Orbit 5™ technology also features:

- The ability to measure conversion rate, or how many shoppers are converted to sales.
- The ability to distinguish between incoming and outgoing shopper traffic.
- The ability to count side-by-side traffic, and groups of people.
- Can differentiate between adults and children while not counting shopping carts or strollers.
- And time-stamps each record, enabling the breakdown of data into any desired time increment.

To date, ShopperTrak now has more than 50,000 Orbits installed in 48 countries around the world. For more company information, please visit:

[www.shoppertrak.com](http://www.shoppertrak.com)

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### **About ShopperTrak RCT Corporation**

*Chicago-based ShopperTrak RCT Corp., a privately held entity, is the world's leading provider of traffic-based intelligence to the retail, gaming, hospitality and financial services industries. Its products and information reporting, including the Orbit counting system, the National Retail Sales Estimate™ (NRSE), the ShopperTrak Retail Traffic Index™ (SRTI), and other tools, give clients the data they need to make more effective business decisions. ShopperTrak operates seven offices in the United States and has international distribution in 43 countries around the globe. Reach us at (312) 529-5300 or at [www.shoppertrak.com](http://www.shoppertrak.com).*

### **About Time Domain**

*Time Domain is the world leader in ultra wideband (UWB) product development and provides solutions that enable enterprises to maximize productivity of their people and assets using a real-time location system (RTLS). Our products and professional services deliver precise location to the retail, manufacturing, healthcare, and other vertical markets and are sold and supported through a network of certified channel partners. Time Domain's new Precision Location UWB System (PLUS) products are also available for strategic UWB OEM integration. Pharos Capital Group, LLC, [www.pharosfunds.com](http://www.pharosfunds.com), of Dallas, Texas and Nashville, Tennessee is Time Domain's largest Private equity investor. For more information, please visit [www.timedomain.com](http://www.timedomain.com).*