



MTI's Intuition Lift Interactive Merchandising Solution Focal Point in Cellular South's New Look Stores

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Interactive "PhoneFinder" displays featuring MTI's Freedom Lp3 and Intuition Lift technologies will be the centerpiece of new look stores being rolled out by Cellular South, the largest privately-held wireless provider in the United States.

The PhoneFinder concept developed by Cellular South and MTI uses sku-activated merchandising and touch-screen technology, along with a display of fully powered and secured handsets, to drive customer engagement, product knowledge and ultimately sales. It was introduced and successfully tested at the Ridgeland, Mississippi-based retailer's Renaissance concept store.

"The PhoneFinder technology, the interactive display, has been very successful here, and very well received by our customers," says Greg Latour, Cellular South's Senior Vice-President for Strategic Development. "So much so, that when we roll out this new design into our other store locations, each of the newly redesigned stores will have a PhoneFinder display with the MTI technology and the touch screen."

"The MTI software actually makes it very easy for in-store personnel to manage the SKUs on display... it's easy for them to get into the software and make sure that we are always displaying the right phone on the screen."

GREG LATOUR
SVP of Strategic Development
Cellular South



MTI's Intuition Lift SKU-activated merchandising solution uses a shopper's natural inclination to pick up a product to trigger what can be a powerful interactive experience. For the product display, Cellular South chose Freedom LP3 for its unique combination of wireless charging and mechanical security, as well as its elegant and unobtrusive form factor. When a shopper picks up a phone, a touch screen mounted behind the phones switches from passive to active mode and plays out content about that particular handset – including video demos.

Fully networked and capable of being managed over the Internet, MTI's system management software for Intuition Lift allows Cellular South to map content to SKU positions and tune the passive "attractor" content on the screens to shopper demographics that can change by time and date. The system also allows product comparisons, so when two phones are lifted from their MTI holders, direct comparisons can be activated on the screen.

"Intuition Lift technology allows our customers to walk up, if they are interested in a phone, and if they want to pick up that phone and experience the weight and the feel, the buttons, how it looks, they can do that ... and at the same time it talks to our back-end technology and pulls up a lot of pertinent information about that phone, including the price and description," explains Latour. "It takes the customer all the way through the purchase path to checkout."

Beyond the engagement and experiential aspects of the MTI solution, Cellular South has found more practical operating benefits. Live handsets are far more compelling than sample, and Freedom system provides steady power without placing any responsibility on store staff.

Latour says MTI's technology was also attractive because its smaller footprint for powering devices allowed Cellular South to develop a slimmer, lighter and ultimately more attractive PhoneFinder display. Though smaller, more phones could be placed on the display than with competing products.

In developing the concept, Cellular South chose MTI because of product reliability. The rare times when there were technical issues, the speed and quality of customer support confirmed that choice.

"They were cooperative," says Latour. "They had people here when we needed them, they were able to dial in from remote locations and interact with this technology and fix any issues that we've had. They have been very, very responsive."

To learn more about MTI and how it helps retailers and manufacturers increase revenue and profits, visit www.mti-interactive.com.



MTI
1050 NW 229th Ave
Hillsboro, OR 97219
888.684.0040