



MTI's tether technologies improve durability, reduce false alarms, and extend display lifespan over 4 times that of retractor-based systems

In today's highly interactive retail environment, meeting the customer's desire to try out new products in the store before making a purchasing decision requires the retail displays to look attractive, work properly, and hold up for long periods of time. In the past, a retailers only option to power, secure and display a device was a retractor-based system with the power cord within the fragile retractor. That's why MTI introduced its tether products to improve the longevity and decrease the cost of ownership of retailers' powered merchandising displays.

Freedom™ Universal 2.0 with SmartTether™ and Freedom™ LP3 with CarbonTether™ were specifically designed to overcome the inherent problems in powered retractors. One of the challenges of powered displays is their inability to withstand today's rigorous high traffic retail environments. Poorly designed, damaged or non-functioning retractors or traditional coiled cords can make a retail display look cluttered, complicated and confusing, all of which can contribute to a shopper's purchasing doubts.



Traditional retractor cords break down easily in retail environments

Exposed wires are a safety hazard and cause false alarms

Worse, failing retractors are the top cause of false alarms, a major detriment to the shopping experience, employee productivity, and loss prevention effectiveness. Replacing failing retractors in a retail store can also become a major expense.



For retail stores that experience thousands to tens of thousands of lifts and rotations a day on a given SKU, the pressure and stress on a coiled cord or retractor not only creates kinks and twist that ruin the appeal and merchantability of a display, but also eventually break down the cable and cause a tremendous amount of false alarms and failures. MTI's advanced swivel tether technology resolves many of the challenges retailers face with their powered merchandising displays by eliminating the continuity issues that often result in more false alarms, higher vulnerability to theft, and system failures.

After just a few weeks of use, kinks prevent coiled cord from retracting into its base

FREEDOM UNIVERSAL 2.0 WITH SMARTTETHER

MTI's SmartTether technology combines all the advantages of a coiled cord without any of the drawbacks of deformity or vulnerability typically associated with retractor-based systems.

The key component of the SmartTether is MTI's advanced industrial swivel technology, which takes all of the pressure off the cable that runs the power and security, as well as eliminating kinks or binds that can result in false alarms. The swivel allows the tether to spin more than 170,000 times without failure while maintaining perfect power continuity. That's up to **4 times** as long as the best powered retractor-based solutions in the market place.

On top of that, the tether's ruggedized sealed chamber protects the integrity of the coiled cable, resides underneath hidden in the fixture, and allows for a clean and simple cable management system.

The SmartTether is also designed for easy installation and replacement in the field. As a result of all these features, the SmartTether helps retailers:

- » **Improve the customer experience of their handset electronic displays**
- » **Enhance loss prevention capabilities**
- » **Reduce false alarms**
- » **Decrease time spent on repair and maintenance**
- » **Reduced total cost of ownership**



"The tether technology is a huge differentiator and one of the reasons we chose MTI for our electronics merchandising"

TOM FREEMAN, VICE PRESIDENT OF MERCHANDISING AT BRANDSMART



FREEDOM LP3 WITH CARBONTETHER

Freedom LP3 with CarbonTether was created for smaller handheld devices such as MP3 players and cell phones. These items are more vulnerable to theft because of their size and the fact that they can be easily resold in the secondary market. With the CarbonTether, the products are charged through the puck rather than power running up through the tether. If somebody attempts to cut the steel-braided tether, it acts like an antenna to communicate wirelessly with the alarm module to provide an immediate alarm. This is what differentiates CarbonTether from both a powered retractor-based systems and a dummy display that's simply tied down on a tether. As a result, CarbonTether brings the best of both worlds to deliver a better customer experience and a more robust loss prevention solution.



Freedom LP3 features CarbonTether with a 360 degree swivel, eliminating the possibility of kinks and twists

Much like the SmartTether, the CarbonTether has lower friction and a 360-degree swivel feature that allows the product to spin freely around and eliminates any twists or binds in a particular orientation. Using the mechanical tether as the main attachment method and recoil device to power and secure the product, the CarbonTether makes it impossible for a thief to attempt to cut the tether without triggering an alarm, thus eliminating the theft of wireless phones, one of the biggest theft magnets in the retail industry.

The CarbonTether comes in three different gages (standard, medium and heavy), which all fit into the same housing. This allows a retailer to choose different thicknesses of the tether based on the risk profiles of their different stores without having to make modifications to their existing fixtures. Moreover, all of the gages extend between 36- to 38-inches and maintain the same pull strength across all levels. As a result, the CarbonTether helps retailers:

- » **Improve the customer experience for wireless products**
- » **Enhance loss prevention capabilities**
- » **Reduce false alarms**
- » **Decrease time spent on repair and maintenance**
- » **Lower the total cost of ownership**

“The CarbonTether provides a combination of a reliable silent system that does what it needs to do, but if someone tries to steal the product or circumvent the system it’s much stronger and much more built around loss prevention,” said Eric Pitt, Product Manager for the Freedom Platform at MTI. “With the CarbonTether, retail stores have a lot more tools at their fingertips to ensure their systems are always running smoothly and properly without constant in-store maintenance or purchasing additional components to ensure continuity.”

But CarbonTether is not just about lost prevention. MTI's LP3 systems have exceptional puck and base mating so sales associates don't have to worry about straightening out displays every hour to make sure they're facing the right way. The products puck geometry automatically spins the product back into place so it is always facing the same way all the time, eliminating merchandising and brand perception problems often seen with other systems in the market.

Freedom LP3 is the only merchandising solution for mobile phones that combines robust mechanical security with electronic loss prevention and universal power



RETAIL READY

Before MTI releases a product into the market place, it undergoes a rigorous testing program both mechanically in the MTI lab and in many of the heaviest traffic stores in the United States.



MTI's products are tested under the rigorous environments in many of the highest traffic retail stores in the world

When MTI developed the Freedom Platform in 2002, they looked at the best commercial retractors on the market, which didn't prove durable enough for the demanding retail environment. So MTI developed its own powered retractor that lasted twice as long as any other retractor-based system tested. But even MTI's best retractor-based system was not acceptable in its own standards because it would only last about six months in a high traffic store.

That's why MTI engineered the new SmartTether and CarbonTether technology with their patented industrial-grade swivel. By allowing the SKU to rotate freely on the tethers while keeping perfect electrical continuity, the tethers last for 170,000 rigorous simulated activations – over 4 times longer than their previous powered retractors—which equated to well over a year in the highest retail traffic environment. The final step was to test the products in a number of real-world high traffic retail stores. **Six months after deploying the Freedom LP3 with CarbonTether in a major cell phone retail environment, the retailer reported a 90% reduction in false alarms and a drop in actual shrink by 60%.**

“The retailer no longer has to worry about constantly maintaining their systems,” said Pitt. “They don't have to worry about wear and tear because of the durable design of our tethers, which adds up to a much better experience for the retailer, and a much more pleasant experience for the shopper.”

THE MTI DIFFERENCE

MTI's retail merchandising solutions provide the combination of clean, attractive merchandising aesthetics with better durability than other retail merchandising products available. With over 30 years experience collaborating with retail customers and partners to understand what improvements would be of the most value to their shopping experience and operational requirements, MTI is dedicated to designing innovative products that enable retailers to have a seamless, uninterrupted shopping experience that makes the product the star, drives more sales, reduces product return, and eliminates all the negative customer experiences from broken displays and false alarms.

MTI's Freedom merchandising systems have raised the bar for attractive merchandising, customer experience, loss prevention and low cost of ownership



“As consumer electronics technology changes, MTI continues to develop innovative solutions that are one step ahead of the rest,” said Thaine Allison, Vice President of Products and Systems at MTI. “We are committed to being the leader in retail merchandising, retail technology, and creating the ultimate retail shopping experience. We’re not just about loss prevention or designing attractive displays, we are focused on the complete customer experience that reflects well on the brand and always keeps it on the mind of the consumer.”

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



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APPENDIX A: THE EFFECTS OF POOR TETHERING ON PRODUCT DISPLAYS



This GPS display was meant to aid a shopper's purchase decision by displaying live, powered GPS devices. In a very short period of time, the cords twisted, tangled and failed to retract. The result is a cluttered, messy and sporadically functioning display that erodes the shopper's confidence in the brand and the retailer.



Displaying live, powered product is a powerful sales tool. However, in this case, exposed wiring and cable clutter makes the display challenging to maintain by store employees - and even more challenging for customers to navigate their way through the cord clutter.



This camcorder display might have looked very good on the day it was installed. In a very short period of time, however, the cords on this display degraded to this tangled mess due to customer use, employee inattention and the inherent fallibility of this type of tethering.



Aside from the mess of coils and cables, the attractiveness and effectiveness of this display is affected by the random orientation of the product. When poor tethering systems begin to degrade, the display loses its ability to mate the product puck with the base, leaving your visual merchandising at the mercy of the customer.

APPENDIX B: MTI SMARTTETHER AND CARBONTETHER STAND UP TO RETAIL CHALLENGES



Freedom Universal 2.0 with SmartTether after over 6 months of heavy use at one of the highest traffic consumer electronics stores in the US. The display remains perfectly merchandised with no tether failures and perfect sku orientation.



Cell phones displayed on Freedom LP3 with CarbonTether show no degrading of the tether with perfect retractability and auto-orientation that keeps the fixture perfectly merchandised with no intervention required on the part of the retailer.



MTI's Tether Technology keeps displays attractive, properly merchandised and customer friendly. False alarms, one of the biggest detriments to a shopper experience, are virtually nonexistent.

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