



ECR Software Corporation to Demonstrate Retail's "Fastest Consumer Checkout Experience" at NRF 2013

NEW YORK, NY – January 8, 2013 – During the upcoming National Retail Federation (NRF) Annual Convention and EXPO “Retail’s Big Show”, retail enterprise automation leader ECR Software Corporation (ECRS) will debut its concept for a new consumer checkout experience; an experience highlighted by unprecedented speed and accuracy and a level of consumer usability that is extraordinarily simple and enjoyable. This avant-garde project is code-named “RAPTOR” (Retail Application Prototype Testing of Operational Robotics™) and was designed specifically to test new methods in maximizing transaction flow while simultaneously improving customer service. RAPTOR will strive to deliver the world’s fastest, and most pleasurable consumer checkout experience.

ECRS’ next generation software, CATAPULT Transaction Server™ coupled with Datalogic’s™ Portal Scanner combine to create this new and unique solution that will be demonstrated in Booth # 2261 at NRF on January 14-15, 2013. ECRS will demonstrate complex, high volume, “real world” grocery transactions using the RAPTOR system to display extreme processing speeds, accuracy, and usability. With RAPTOR, each item is processed with unparalleled speed, regardless of transaction complexity or volume.

The RAPTOR demonstration will showcase previously unrevealed, patent pending CATAPULT features that will challenge the current point-of-sale orthodoxy, delighting consumers and elevating their shopping experience. These innovative technologies include: Projected Consumer Guidance, Hands Free Attendant Control, Distributed POS Workload, Device-Aware Consumer Guidance, and Preemptive Exception Handling.

The Java® based CATAPULT is a dynamic, highly automated software application with a modern server architecture allowing it to serve up the same transaction business logic for all in-store retail applications, including traditional Point-of-Sale, Automated Scanning, Self Checkout, Pay-Stations and Mobile POS. All applications will be demonstrated at NRF as a single, homogeneous in-store system.

"In retail, like all business, you don't excel by following others," commented Pete Catoe, ECRS Founder and CEO. "RAPTOR has allowed ECRS to break away from the conventional and try new 'what if' scenarios. We are demonstrating that extreme productivity and customer service no longer have to be mutually exclusive."

The National Retail Federation (NRF) Annual Convention and EXPO brings together over 25,000 retail industry professionals to trade ideas, network, and explore new solutions. ECRS will exhibit its full solution suite in Booth # 2261 located in Hall 3A of the Jacob K. Javits Center in New York, NY. To pre-schedule a meeting please visit ecrs.com/nrf2013.

About ECRS

Privately owned, operated and U.S.-based, ECRS has been a consistent leader in retail automation technology since 1989. New technologies continue to fuel the Company's growth as retailers across North America benefit from ECRS' innovative product development, dependable hardware and software solutions, and attention to customer care. RIS News Software LeaderBoard named ECRS the Leader in Customer Satisfaction by Grocery Retailers for the past two consecutive years. Learn more by visiting www.ecrs.com.