

In-Store

insights from global retailers

February 2010

in this issue...

*NRF BIG Show 2010, GS1 EPCglobal,
Messcalino, NorgesGruppen,
Limoni Perfumerie, Alto Palermo S.A.,
Super Cheap Auto Group*

also...

*New Sensormatic Analytics Web Application,
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Sensormatic

 American Dynamics

KANTECH

SOFTWARE HOUSE



NRF President and CEO Tracy Mullin speaks at the Convention.
Photos by Paul Brozen.

2010 NRF BIG Show...

Known as "Retail's BIG Show," the annual event hosted by the National Retail Federation (NRF) attracts retailers from around the world. This year's show, held on January 10 to 13 in New York City, marked the centennial 100th convention with over 18,000 in attendance - up 27% from last year - with an audience from 64 countries.

Retail's BIG Show featured educational sessions by retailers and industry experts covering the most relevant and forward looking topics as well as networking for every level of retail professional. This year 472 companies exhibited their technologies and services. More than 300 media outlets covered the show, including The Wall Street Journal, NY Times, Women's Wear Daily and USA Today...to name a few. Eight retail CEOs gave live interviews from the show floor that were broadcasted on the financial channel CNBC.

In addition to remarks from NRF President and CEO, Tracy Mullin, some of the major presentation topics included: data analytics trends, what makes a retail winner, global retailers now cautiously optimistic, position the customer at the center, top 10 retailers for customer service, USA Holiday season retail sales results, NRF annual retail award winners and cases studies of retailers and their winning strategies.

Case studies focused on the 2009 retail winners which included:

- **Walmart:** Encourages consumers to save money, maintains decluttered stores, strives to improve customer experiences, and focuses on simplicity.

Welcome to a new edition of In-Store featuring the latest trends, news and insights in global retail. In a challenging environment retailers are investing in technology solutions that help maximize profit, streamline operations and create opportunities for growth.

In this issue we spotlight some of the world's retailers from a variety of markets in Australia, Europe and Asia as they share business challenges and successes achieved through deploying various in-store technologies.

We greatly value your feedback. If you have comments or ideas for stories you would like featured in the magazine, there's plenty more In-Store!

...Yes it was a Really Big Show!



- **Inditex:** Keeps customer at the center of its strategy.
- **Dollar General:** Focuses on keeping customers happy and acquiring new customers.
- **Tesco:** Developed in-depth consumer understanding. Allows customers to use in-store technology to submit feedback, which is analyzed and used to improve the customer experience.

Analysis on the top 250 global retailers was presented, which focused on the top 10:

- The top 10 U.S. retailers are more diverse than the top 10 retailers in any other country.
- The top European retailers are primarily food retailers, largely from Germany.
- The top 10 Asian Pacific retailers are showing more geographic diversification than before, although Japan is still the leader.
- The top 10 fashion retailers are dominated by department stores.
- Latin America had a top 10 retailer list in the report for the first time.

Hot, general technology topics were mobility (connecting to customers and mobile devices to free up staff) and data analytics applied to multiple pain points throughout the store. The "Future Store" from last year was replaced by the "Innovation Station". Exhibits in the innovation station were focused on building customer loyalty, bottom line and customer experience, mobility and connectivity. Key themes reflected the reality of the current retail environment - solutions that drive down operational cost and improve connectivity to customers.

Focused on operations and Information Technology (IT), the BIG Show was an ideal forum for ADT to showcase its Sensormatic intelligent technologies including the Item Level Intelligence real-time inventory visibility solution, integrated people counting analytics and advanced data capture technology, and Sensormatic Analytics comprehensive store business intelligence across multiple data sets including integration with video surveillance. These solutions are designed to help provide retailers the actionable intelligence needed to enhance store operations and drive profits.

An exciting BIG Show highlight was a CIO retail event ADT sponsored, featuring a contest where CIO's took inventory of 108 items using a handheld with the Item Level Intelligence solution powered by VUE software. The winning CIO completed the exercise in 4.3 seconds. Avery Dennison provided the RFID tickets used for the event and funded the prizes. Attendance for this event was substantially higher than last year.

As part of an ongoing effort to expand industry visibility, ADT hosted review meetings with industry analysts and research firms, including several that conducted previous studies for ADT. To support their solutions demonstrated in the booth at BIG Show, ADT issued three press releases: Retail Systems Research (RSR) reveals areas where retailers can reduce theft and improve store efficiencies; Microsoft collaborates with ADT on Sensormatic Analytics; and EPC Global Echt RFID Lab Certification in Europe.

tail. As the retail climate continues to change so do technology needs. In today's
fits, enhance operational efficiencies and improve shrink to help boost the bottom

urope, Latin America and North America. Learn more about their first-hand experiences
technologies for their retail settings.

red in future editions, please email us at InStore@tycoint.com. Stay tuned....

New GS1 EPCglobal Guides for Deploying EPC/RFID-based Electronic Article Surveillance Solutions

Guides Support the Benefits of Combining Theft Deterrence with Real-Time Actionable Intelligence

In October 2009, GS1 EPCglobal released two publications, a Strategic Overview Guide and a Technical Implementation Guide. Both guides help retailers understand how they can deploy EPC/RFID-based,



EPCglobal Inc. is a subsidiary of the global, not-for-profit standards organization GS1 and supports the global adoption of the Electronic Product Code (EPC) as industry-driven standards to enable accurate, immediate and cost-effective visibility of information throughout the supply chain. For more information about EPCglobal Inc., visit: www.epcglobalinc.org.

GS1 is a neutral, not-for-profit organization dedicated to the design and implementation of global standards and solutions to improve the efficiency and visibility in supply chains. GS1 is driven by more than a million companies, which execute more than five billion transactions a day with the GS1 System of Standards. This makes it the most widely used supply chain standards system in the world. For more information about GS1, visit: www.gs1.org.

anti-theft solutions in their stores. GS1 EPCglobal standards are a set of integrated, industry-driven standards developed to meet user requirements enabling the identification of objects, data capture and sharing of information among partners throughout the supply chain. ADT, a retail industry leader with its Sensormatic EAS and item-level intelligence solutions, is a founding member of the GS1 EPCglobal standards body and part of its EAS Phase 2 Joint Requirement Group, which contributed to the Guides.

Given today's challenges, retailers are exploring smarter, more integrated technologies like an EPC/RFID-based EAS solution. This solution is intended to provide the combined benefits of theft deterrence with real-time actionable intelligence. While such a solution can alert retailers to help prevent theft, it can also inform them of what's missing from inventory. With greater visibility of out-of-stock items, retailers can then replenish their

sales floors faster and more accurately. "Retailers are leveraging advanced technologies with installed solutions to improve in-store customer experiences and operational efficiencies, particularly at the item-level," said Drew Nathanson, Director of Research Operations at VDC Research Group. "The evolution, convergence and exploitation of technologies and solutions in the retail environment are expected to endow retailers with an unprecedented and expandable level of visibility and benefits, plus provide a more advanced and robust platform upon which to build additional capabilities."

According to Brand L. Elverston, Director Asset Protection Systems and Analysis, Walmart, "By combining the advantages of EAS and EPC/RFID technology, we potentially realize the benefits of visibility throughout the supply chain together with the capability of deterring and detecting theft."

ADT offers Sensormatic EAS and RFID technologies to provide retailers with several approaches for preventing theft while improving the quality of item-level data. To help address pain points, retailers are recognizing that dual EAS-RFID functionality addresses both item-level security and item-level visibility. ADT's solution allows retailers to choose a sequential, layered technology approach to their deployments. ADT's broad portfolio of Sensormatic enterprise solutions offers retailers greater item-level visibility, operational efficiencies, profit improvements and customer satisfaction. The EPCglobal publications should assist in the further advancement of these approaches.

"The GS1 EPCglobal's RFID-based EAS guides that we released today present a

new model for the way in which retailers will monitor and manage shrink,” said Chris Adcock, president of EPCglobal Inc. “EPC/RFID is designed to deliver item visibility, enabling retailers to reduce stock-outs, enhance the shopper’s buying experience and increase sales.”

Beyond these guides our commitment to the evolution of EPC / RFID solutions extends to support / funding of EPC accreditation labs in key markets (see article on page 14).

If you would like a copy of the EPCglobal guides they are available for no charge at www.epcglobalinc.org/standards/implementation_guidelines.

For more information on Sensormatic Item Level Intelligence solutions powered by VUE Technology visit www.sensormatic.com/Products/RFID/RFID_home.aspx.



NaviView Offers Retailers Improved Store Intelligence with Advanced Video Integration Capabilities in a Single Viewer Application to Help Control Internal Theft

Sensormatic Analytics Web Application Provides Next Generation Video Integration to NaviStor Exception Reporting Platform to Help Retailers Address Store IT Bandwidth Challenges in Accessing Surveillance Video

Now retailers can take advantage of NaviView, an integrated video analytics tool tied to the Sensormatic Analytics NaviStor Point of Sale (POS) solution, which will be available in spring 2010. Integrating video with POS transaction monitoring helps reduce the investigative timeline associated with internal theft by leveraging the power of statistically based exception reporting and digital video. Exception reporting includes a video component to speed up resolution of investigations, and digital video obtains smart data triggers that help find the exception video faster while minimizing transmission of video over corporate networks.

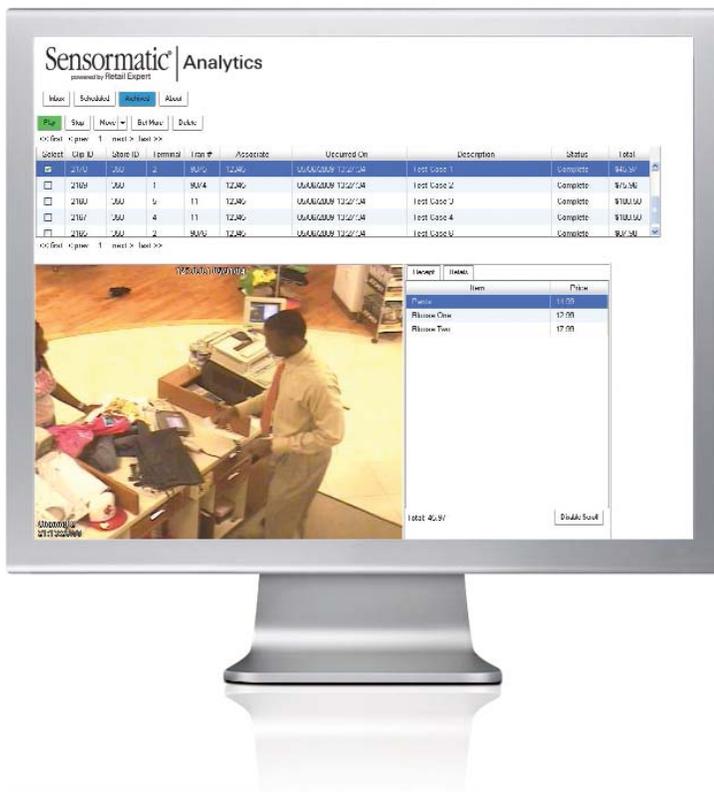
Sensormatic Analytics provides comprehensive store business intelligence across multiple data sets; including integration with video surveillance to help retailers improve store operations and meet their profit margin goals. Designed to integrate video events with NaviStor exception reporting, NaviView is a web based application for the Intellex Digital Video Recorder (DVR) to provide greater visibility to transaction details side-by-side with video clips, in a single viewer application. With the flexibility to schedule and upload selected video clips, NaviView streamlines the review process to enable retailers with store bandwidth challenges to gain access to video clips, which were previously unavailable due to IT network restrictions. Also the ability to retrieve corresponding video clips streamlines the investigative process and improves validation of the investigator's suspicions around questionable transactions.

According to the 2009 Global Retail Theft Barometer, retailers worldwide lost more than \$114 billion from shrink and inefficien-

“Having an application that gives us the ability to do that would enhance our business intelligence efforts as we strive to be as efficient and as effective as possible,”

- Tim Bartkowiak

director of loss prevention and security



cies, with over \$40 billion resulting from employee theft. To help retailers address this significant form of loss, NaviView communicates directly with the Intellex DVR allowing loss prevention, asset protection and operations staff to pull video from the DVR without requiring a separate video retrieval program.

Better managing and organizing POS surveillance video linked with POS Key Performance Indicators can provide potential benefits in the investigative process, according to Tim Bartkowiak, director of loss prevention and security for Spartan Stores, a combined grocery retailer-wholesaler based in Grand Rapids, Michigan. "Having an application that gives us the ability to do that would enhance our business intelligence efforts as we strive to be as efficient and as effective as possible," he said.

NaviView offers retailers three options for video retrievals which are used for investigating transactions. First, the "Inbox" contains transactions requested by the user for immediate viewing. Second, the "Scheduled" folder contains transactions that are scheduled to be downloaded during off peak hours to preserve bandwidth on the store's network. Scheduling video downloads also helps to avoid traffic backup on DVR servers. Third, the "Archived" folder contains transactions the user wants to save for later review, and more importantly, cannot be altered to protect the integrity of the transaction video to aid in prosecuting criminal activity.

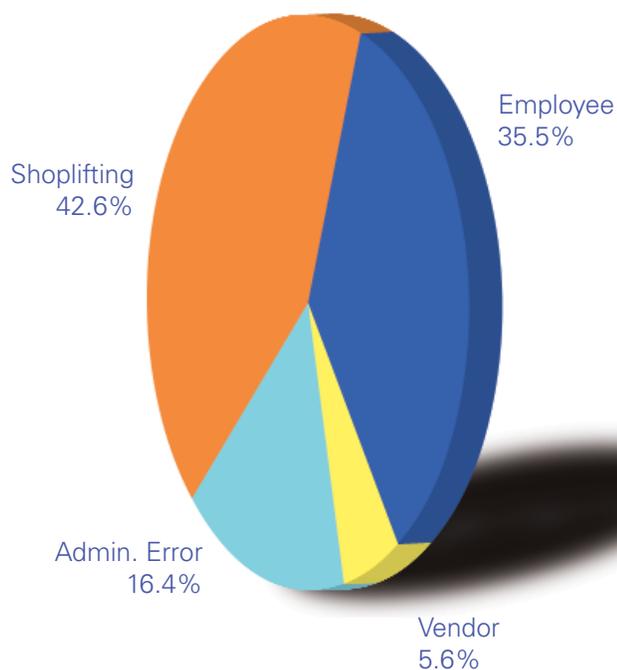
Another feature is the ability to retrieve additional video before and after the actual transaction, selected by number of minutes, which may be useful in identifying possible crimes such as sweethearting. Previously, investigators had to run another application and sift through significant amounts of video footage to find the desired video clip in order to view what occurred before and after a transaction.

NaviView is part of the feature-rich NaviStor POS exception based reporting system. NaviStor is the flagship product of the Sensormatic business intelligence solution suite that helps retailers collect data on Key Performance Indicators (KPIs) across the store, district, region and chain.

Retailers can use that information to make operational improvements to limit losses and increase productivity. This new software application strengthens ADT's already robust product offerings by integrating business intelligence with in-store investments in solutions such as EAS and video surveillance. These enhancements will help retailers realize their ultimate goal of controlling internal theft and enhancing profitability with a more precise exception reporting tool for POS monitoring.

For more information on Sensormatic Analytics powered by Retail Expert visit www.sensormatic.com/Products/StoreBusinessIntelligence2/SBI_home.aspx.

Global Sources of Shrink
(Losses of \$114.8 billion)



Source: 2009 Global Retail Theft Barometer

International Apparel Retailer Messcalino Deploys Sensormatic Item Level Intelligence Solutions from ADT to Help Boost Efficiency, Customer Service and Sales

New Multi-Sensor Item Level RFID Approach to Store Inventory Management Provides Security Plus Real-Time Inventory Visibility to Help Messcalino Avoid Out-of-Stocks and Cut POS Transaction Time by 50 Percent



Messcalino, an international women's fashion retailer based in Spain, has successfully deployed the Sensormatic item level intelligence solution from ADT in one of its newest retail stores in Figueres, Spain. This innovative and unique multi-sensor approach to managing store inventory combines item-level RFID technology with the Sensormatic Ultra•Max anti-theft system.

Results from Messcalino's installation showed that real-time inventory visibility helped better match merchandise selection to customer demand. The solution also helped avoid out-of-stocks, which improves customer service, satisfaction and loyalty while boosting sales. Another benefit found that store associates no longer had to conduct time-consuming and error-prone manual inventory counts, giving them more time to serve customers.

"Our focus on improving operations for our original designs and contemporary collections was achieved with the unique concept provided by ADT that integrates RFID technology with Sensormatic Ultra•Max EAS technology," said Joel Roch, Messcalino's chief operating officer. "ADT's Sensormatic solution offers greater product availability, precise re-stocking and an effective calculation of the inventory cycle in the shop with item level RFID technology while providing exceptional levels of anti-theft protection within our retail shop."

Until now, Messcalino stores solely used traditional barcode labels to manage product inventories. With its deployment of the Sensormatic solution from ADT, Messcalino has transformed that approach to a reusable

hard tag model with a single tag carrying multi-sensor technologies (RFID and anti-theft). This gives each item a unique identity, eliminating errors or duplication in barcode readings. Data collected both at the Point-of-Sale (POS) and in the fitting room provides real-time inventory visibility. This helps sales associates find items for customers more efficiently by locating goods anywhere in the store, including fitting rooms and shelves, even if the item has been misplaced.

The Sensormatic item level intelligence solution from ADT also helps Messcalino optimize its stock availability, which is always a key retail challenge. For example, Messcalino now can get precise, real-time data on which goods have the highest turn rate in terms of item style, color, size and other features. Merchandise buyers can then use this to provide their customer base with the goods that best match their buying habits. Ultimately this valuable information can help Messcalino boost sales, decrease returns and process refunds more effectively.

ADT worked with Cetemmsa, a Barcelona-based R&D center and consultant, to implement the new solution for Messcalino. "Optimizing sales and inventory operations and improving customer service quality are values that have direct impact on Messcalino's revenue," said Virginia García, the head of the Cetemmsa RFID Solutions department. "With the Sensormatic item level intelligence solution from ADT, Messcalino is also reducing the time for a sales transaction at the POS by 50 percent because cashiers only have to detach one tag that functions as both the intelligent and anti-theft device. This helps complete transactions much faster and further

improves customers' satisfaction by getting them on their way more quickly."

"The Sensormatic item level intelligence solution from ADT helps increase item visibility on the sales floor to provide greater efficiency for retail operations, as well as preventing items from leaving the shop without having been paid for," said Ricardo Arroyo, Managing Director of ADT Spain.

For more information on Sensormatic Item Level Intelligence powered by VUE Technology visit www.sensormatic.com/Products/RFID/RFID_home.aspx.



Messcalino has been designing, producing and distributing contemporary collections for modern, active women since 1988. With a clear international calling, it is present in the main European and Asian markets. At present, Messcalino is expanding through its own shops and in the best in the El Corte Inglés department store.



CETEMMSA is a service and R&D centre for different sectors, with significant experience of over 15 years. Certified and approved by the local authorities, it seeks to improve the competitiveness of companies and assist them in terms of product and process innovation.

“ADT’s Sensormatic solution offers greater product availability, precise re-stocking and an effective calculation of the inventory cycle in the shop with item level RFID technology while providing exceptional levels of anti-theft protection within our retail shop.”

- Joel Roch, Messcalino’s chief operating officer

NorgesGruppen Selects Sensormatic EAS to Prevent Theft at its Stores Across Norway

Norway's Leading Grocery Retailer to Deploy Highly Effective Sensormatic Acousto-Magnetic Detection Technology from ADT with Real-Time Remote Monitoring to Help Control Theft

Infratek ASA, an authorized business partner for Sensormatic Retail Solutions in Norway, will provide NorgesGruppen, the nation's leading food retailer, with Sensormatic Ultra•Max acousto-magnetic (AM) anti-theft protection at its 3,000 kiosks, supermarkets and hypermarkets across



NorgesGruppen

NorgesGruppen is Norway's largest trading enterprise. The group's core business is grocery retailing and wholesaling. Through its chains, the group holds a market share of 39.8 per cent of the grocery market. The group had a turnover of NOK 49 billion in 2008. A total of 1,978 grocery stores and 790 kiosks are affiliated to NorgesGruppen, which has more than 27,000 employees.

Norway. In addition, Infratek will provide NorgesGruppen with remote real-time monitoring and service of networked Sensormatic systems. The grocer will also consider a source-tagging program on selected goods to help save employees' time and ensure compliance with its tagging protocol.

The new Sensormatic AM-based, anti-theft solutions will replace Radio Frequency (RF) systems currently installed in NorgesGruppen stores. Before NorgesGruppen chose to upgrade to the Sensormatic Ultra•Max AM

solution, it conducted a three-month pilot of AM technology. It found that the AM system detection rate was almost 99% and triggered no false alarms.

"Anti-theft detection solutions have proven to be an efficient measure against theft, and with the AM-technology the solutions have become even more reliable. We have therefore entered a long-term agreement with Infratek, and strongly believe our new solution will contribute to a further reduction in theft," said purchasing manager at NorgesGruppen, Finn Arild Bråthen.

AM-based Sensormatic EAS systems help retailers like NorgesGruppen detect thefts of metal-based or metal-packaged goods. The AM technology can also detect security tags on goods in metal shopping carts. Independent research has confirmed what the NorgesGruppen pilot revealed: AM systems have superior detection rates compared to RF in protecting all types of products to help retailers reduce shrink and improve their bottom line.

To help increase sales while controlling shrink across its large market footprint, NorgesGruppen will deploy a real-time remote monitoring center that combines the Sensormatic Local Device Manager EAS network solution and a Sensormatic SmartEAS real-time intelligence solution. This will help the chain increase efficiency and decrease the overall cost of ownership of its EAS investment. To help further its efficiency and boost customer service, NorgesGruppen will integrate Sensormatic scanner deactivation to provide faster point-of-sale throughput for seamless customer checkout.

As part of its EAS makeover, NorgesGruppen will implement a Sensormatic AM source-tagging program to reduce labor costs and increase compliance with the chain's tagging requirements. Given the smaller Sensormatic AM tag size compared to the larger RF tags, NorgesGruppen will be able to protect a wider variety of items without masking consumer brand, doses and other important product information.

"As Norway's largest grocery and specialty items retailer, NorgesGruppen's selection of the Sensormatic Ultra•Max AM anti-theft solution helps affirm its potential to reduce

theft for food retailers across Europe and worldwide,” said John Smith, ADT Security’s vice president of Retail Sales for Europe, Africa and the Middle East.

“Coupled with Sensormatic AM source tagging and remote monitoring, NorgesGruppen should be able to cut theft, improve

customer service and, ultimately, increase its profitability.”

For more information on Sensormatic EAS detection systems visit www.sensormatic.com/Products/EAS/DetectionSystems/DetectionSystems_home.aspx.



Most Stolen Items Globally*

Ranking	1	2	3	4	5	6	7
Health & Beauty, Perfumes	Cosmetics, lipsticks, face cream, skin lotion	Perfumes	Razor blades, shaving products	Electric toothbrushes, electric medical equipment	Deodorants	OTC medication	Toothpaste, shampoo, vitamin tablets
Supermarkets, Hypermarkets and Food	Razor blades, health & beauty products	Whisky, alcohol, tobacco	Fresh meat/expensive foodstuffs	Infant formula, coffee, OTC medication products	DVDs, CDs	Shirts and clothing	Garden products

Source: 2009 Global Retail Theft Barometer
 * Refer to report for the complete list.



guardarsi
viso
guardarsi

COSMETICA VISO

COSMETICA VISO

SCONTI 60%

SOLINGE

SOLINGE

SOLINGE

For more information on Sensormatic Foil-Lined Bag Detection systems visit www.sensormatic.com/Products/EAS/DetectionSystems/FoilDetection/FoilDetection_home.aspx

Italian Retailer Limoni Perfume Combats Shoplifting with Sensormatic Foil-Lined Bag Detection Systems

From petty theft to highly organized retail crime, the creativity of criminals is vast. According to the 2009 Global Retail Theft Barometer, worldwide shrink amounted to almost \$115 billion last year with shoplifting representing nearly \$50 billion of total global shrink. As thieves continue to improve their tactics it is important to develop tools to keep retailers one step ahead. With an integrated approach to retail security ADT provides customers with Sensormatic solutions that help combat theft from multiple angles.

Limoni Perfume, part of "Gruppo Limoni SPA" Italy, is a leading chain of 500 perfume stores geographically dispersed throughout the country. As a retailer focused on the customer first, they offer a wide selection of high-value, multi-brand products of top prominence. Theft of these popular, smaller items occurs because they are easily-concealed and offer high resale street value; therefore foil-lined clothing and "booster bags" are common tools for shoplifters.

Blending into the store environment with an ordinary looking bag or jacket, the shoplifter is able to pilfer items virtually unnoticed. Capable of carrying large quantities of products, these methods often enable thieves to walk out of store exits undetected by blocking the signals from anti-theft devices; leaving behind no indication a crime has been committed.

Given the value and small size of many of Limoni products, they required an effective solution that does not interfere with the customer shopping experience. To help fight shrink, Limoni chose the Sensormatic foil-lined bag detection solution, a part of the Sensormatic Ultra•Exit portfolio to standardize its store network. This solution specifically detects "booster bags" and clothing thieves often use to circumvent anti-theft systems. As would-be thieves enter stores, the solution notifies retailers of the event thereby identifying shoplifters before they steal.

This solution appealed to Limoni because it integrates seamlessly with Sensormatic Ultra•Exit pedestals, without the need to install additional antennas or modify pedestal layouts. It offers Limoni excellent detection coverage up to 2m (6'6") wide and allows Limoni to optimize retail floor space to enhance the customer shopping experience while protecting their bottom line.

The Ultra•Exit solution offers one of the highest levels of theft deterrent available today, while preserving store aesthetics with a modern design that blends perfectly with the décor and visual displays that characterize Limoni stores. Limoni opted for the solution because it combined their need for electronic security and aesthetics which they recognized is not always an easy goal to achieve.

"Techniques such as foil-lined bags, even clothing, are becoming more common shoplifting methods used by thieves and they can severely reduce our profits," said Limoni purchasing manager. "The Sensormatic Ultra•Exit system enables us to significantly reduce shrink and improve profitability resulting in a rapid return on our investment. This technology solution proactively helps us stay one step of the offenders."

The Sensormatic solution can filter common metal items such as shopping carts, keys, cell phones and metal packaged goods. Limoni can choose between several alarm methods including, a remote alarm, beacon lamp or standard Ultra•Exit alarm that sounds a distinct tone for metal detection alerts. Also Limoni can customize their alarm method by mapping the alarm to a separate device such as a cell phone, PDA or pager.

Compatible with the Sensormatic SmartEAS solution, it has the ability to communicate with the Local Device Manager, allowing Limoni to capture store data through detailed reports to identify trends, store challenges and potential shrink issues to help increase overall profits.



Foil-lined bag

RFID Performance Test Center in Echt, The Netherlands Achieves GS1 EPCglobal Reaccreditation

Solutions Provider Focused on Maintaining Consistent Standards for the Retail Sector to Drive Intelligence Back Into the Supply Chain from the Sales Floor

ADT Security Services received the GS1 EPCglobal Certificate of Accreditation for its RFID Performance Test Center in Echt, The Netherlands. ADT successfully completed the laboratory audit process compliant with the Accredited Test Center Program v2.0, consisting of auditing declared services and core technical capabilities. Through this successful GS1 EPCglobal accreditation, ADT demonstrates continued focus on maintaining high standards of processes and testing within Radio Frequency Identification (RFID) to ensure customers receive a consistent level of performance compliance.

EPCglobal Inc, a subsidiary of the global not-for-profit standards organization GS1, supports the global adoption of the Electronic Product Code (EPC) as industry-driven standards to enable accurate, immediate and cost-effective visibility of information throughout the supply chain.

A founding member of GS1 EPCglobal, ADT has exhibited a high degree of commitment and technology investment in the RFID Performance Test Center in Echt to deliver intelligent data on the retail selling floor at a consistent and predictable level. ADT is the only solutions provider focused on consistent standards for the retail sector that has been awarded this accreditation, which gives customers confidence in knowing products will meet a standardized level of performance.

“Retailers are increasingly evaluating item-level EPC/RFID to enhance visibility across the supply chain through to the in-store environment,” said Michael Liard, RFID practice director, ABI Research. “With EPC/RFID awareness and interest sharply rising, a growing number of retailers and apparel manufacturers are evaluating and deploying end-to-end total EPC/RFID solutions from experienced, certified vendors such as ADT.”

The GS1 EPCglobal Performance Test Center Accreditation Program was developed to assess and evaluate the capabilities of testing facilities around the globe. The Accreditation Mark signifies that ADT has successfully completed the GS1 EPCglobal Test Center Reassessment Audit and utilizes a standard set of test profiles to simulate real-world conditions. For ADT’s customers worldwide this means the company adheres to established specifications for performance testing and the audit process, meeting the criteria compliant with GS1 EPCglobal standards.

“We want to make it easy for end users to ensure that their tagged shipments can be read before sending them through their global supply chains,” said Nicholas Ferguson, Director Certification of EPCglobal Inc. “The GS1 EPCglobal Test Center Accreditation Program will help end users be assured that an accredited third party has established that these shipments can be read,” he said.

“With EPC/RFID awareness and interest sharply rising, a growing number of retailers and apparel manufacturers are evaluating and deploying end-to-end total EPC/RFID solutions from experienced, certified vendors such as ADT.”

- Michael Liard, RFID practice director, ABI Research

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Argentina's Largest New Shopping Center Deploys an Integrated Electronic Security Solution for Optimal Protection

Alto Palermo S.A. (APSA) owns 43% market share of the Argentina Shopping Centers. Currently APSA manages 11 shopping centers, six of which are located in the metropolitan area of Buenos Aires, one in the Greater Buenos Aires area and four in the rest of the country. The latest 152 store APSA shopping center will be the largest in Argentina, housing such prestigious retailers as ZARA and Falabella as well as a Walmart hypermarket among others.

An attractive selection of retailers, capable of drawing a large volume of shoppers, increases the need to implement the right electronic security solutions to protect the high valued merchandise available. In the 2009 Global Theft Barometer retailers in 41 countries were surveyed, gathering statistically viable data from five regions:

North America, Latin America, Europe, Africa/Middle East and Asia/Pacific.

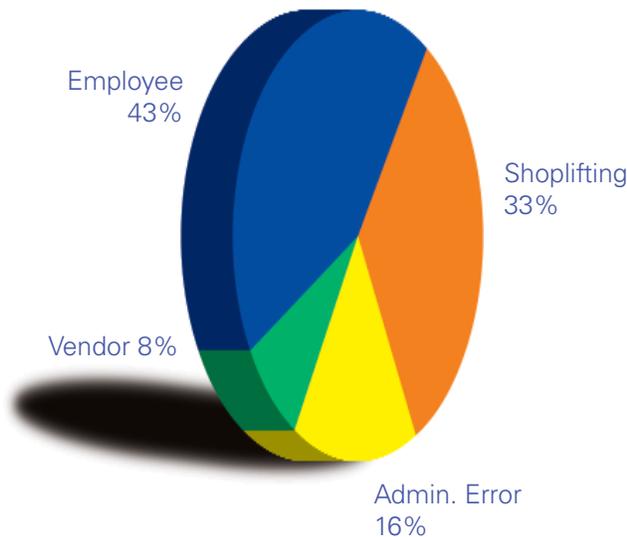


Research revealed that global shrink amounted to almost \$115 billion worldwide with employee theft (around \$41 billion) as a top source of shrink in Latin America and North America. In particular, Argentina ranked globally as the 10th highest shrink percentage of retail shrink at 1.55%.

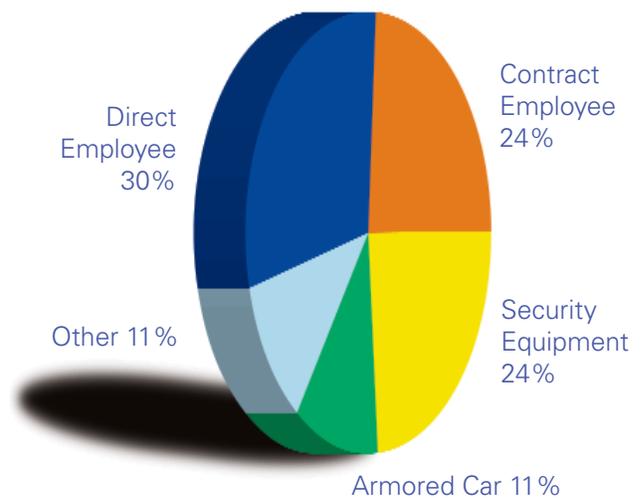
The challenge

To help ensure the protection of their assets and customers in their largest new downtown mall, APSA required an integrated electronic security solution capable of addressing their primary need of creating the safest environment for their customers while combating employee theft and shoplifting that affects the bottom line for Argentinean retailers like APSA.

Latin America Sources of Shrink



Latin America Loss Prevention Spending



Source: 2009 Global Retail Theft Barometer

The solution

For a shopping center of this magnitude and scope APSA turned to ADT, the largest provider of electronic security services worldwide, to implement a multiple solution approach to ensure the highest level of protection for the new mall. The integrated video surveillance system, managed with a virtual matrix, includes Tyco's respected American Dynamics brand of fixed cameras and domes and the Intellex Digital Video Management Systems featuring the powerful, compact Intellex Ultra - best in class for performance, reliability, integration and value.

"Given our positive experience with ADT's installation of video surveillance systems throughout the APSA chain and also their successful deployment of access control systems in our corporate facility, we were confident they could develop and manage the right integrated solution for our biggest shopping center in the country," said Fernando Hrubik, Chief of Engineering, Planning, Communications and Control Systems for APSA. "ADT understands the Latin American market and is able to provide the latest technology to help us maximize profits while preserving the customer experience."

For more information on American Dynamics video and IP technologies, visit www.americandynamics.net.



Country	Total Shrinkage 2009 (\$ millions)	Shrinkage (As % of Sales) 2009	Shrinkage (As % of Sales) 2008	% Change 2008-2009
Argentina	\$748	1.55%	1.46%	4.7%
Brazil	\$2,284	1.62%	1.52%	6.6%
Mexico	\$3,042	1.75%	1.68%	4.2%
Total	\$6,074	1.67%	1.60%	4.4%

Source: 2009 Global Retail Theft Barometer



Super Security for Super Cheap Auto Group

With a Rapidly Growing Business and Hundreds of Stores, SCAG Identified the Need for a National and International Security Provider that Could Grow With Them

The challenge

With a rapidly growing business and hundreds of stores, Super Cheap Auto Group (SCAG) identified the need for a national and international security provider that could grow with them. With such a varied product range, SCAG required a complex and highly networked solution to help protect them from theft, intrusion, security breaches and product loss.

They needed a provider with proven large scale retail security experience, a presence across Australia, and an end-to-end range of products and services that could meet SCAG's uncompromising commitment to protecting its people and property. After researching the market, ADT Security was identified as the ideal choice.

The solution

SCAG has been a customer of ADT Security since September 2006. The first step was rolling out sophisticated electronic article surveillance (EAS) for the BCF (Boating Camping and Fishing) chain of stores and in 2008 this was significantly expanded across the whole group to include intrusion alarms, video surveillance and monitoring security solutions.

Alarms have been installed externally as well as internally, to help protect confidential trading information. In the event the phone lines are not available, a backup alarm signal path ensures alarm communication to the ADT Security Response Centre is not compromised, and any attempted breaches can be immediately acted upon.

Additionally, the management team benefits from using supervised monitoring, which means stores can be monitored remotely to ensure agreed trading hours are adhered to. Video visual surveillance covers all areas, from the docks to the trading floor, encompassing the aisles,



over Point-Of-Sale desks and entry / exit points. SCAG also uses the ADT Select real time web based customer service portal to view alarm history, schedules, callouts and zone lists, and run reporting.

The BCF (Boating Camping and Fishing) stores have an added level of protection with EAS in the form of Sensor-matic Ultra Post systems, self contained pedestals with integrated power supply for easy installation and lower cost. This includes a wide range of hard tags to cover apparel, fishing rods and reels, disposable security labels to protect lures, DVD's and Protex individual alarms to protect electronic navigation systems and fish finders.

The Goldcross Cycles stores have also started an innovative trial of automated people counting retail analytics software in four of their major stores in Queensland and Victoria.

For more information on ADT solutions, please visit www.adtsecurity.com.au.



Founded in 1972, the Super Cheap Auto Group (SCAG) is one of Australia and New Zealand's largest retailers with more than 300 stores, thousands of staff and annual sales over \$800 million. The group includes Supercheap Auto, BCF (Boating Camping and Fishing) and Goldcross Cycles. For more information, please visit www.supercheap-auto.com.au.

In-Store

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We hope you have enjoyed reading this issue of In-Store, featuring insights from global retailers. We welcome your comments or suggestions on future stories by emailing InStore@tycoint.com.

If you have questions on any of the technologies discussed in this issue, by region, please visit www.sensormatic.com/whoweare/Contactus.aspx or contact the following regional marketing representative:

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