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**Viking Range Corporation and ReadyTouch Launch Marketing Systems on Retail Sales Floors**

**(Menlo Park, California, January 8, 2008):** ReadyTouch and Viking Range Corporation of Greenwood, Mississippi have announced the launch of in-store ReadyTouch marketing systems in select Viking dealer retail showrooms. The ReadyTouch system provides complete product information to consumers who visit retail dealerships carrying Viking kitchen appliances. The rollout of the systems began in Summer 2007 and will continue throughout 2008.

The in-store systems give consumers touch screen access to the complete line of Viking appliances including color choices, configuration options, pricing, and available accessories. The ReadyTouch system runs on a PC or on an NCR kiosk and includes user-friendly touch screen navigation and printer options, allowing easy use and retrieval of information. “This concept was tried in the past by other companies but was not successful because it was used more as a static piece of a display. Viking Range Corporation is incorporating the ReadyTouch systems as a sales/marketing tool. It can be utilized by sales veterans on the floor as well and salespeople that are new to the Viking product line,” said Tim Tyler, eMarketing Manager for Viking. “At the same time, consumers that are seeking information on the Viking product line can easily access and use the system to answer their questions. It is a very simple and intuitive system to use.”

The ReadyTouch systems will be offered to Viking distributor and dealer showrooms across the country. Viking wants to ensure that consumers can see the myriad product finishes and configurations available to create a customized design for their home.

ReadyTouch CEO Peter Bostwick expressed delight at working with Viking. “Viking has excellent products that discerning consumers desire; the salespeople have been enthusiastic in embracing the new technology that supports greater sales efficiency.” One large sale was done in about half the average time according to one salesperson using it immediately after the kiosk was plugged-in. By enticing customers with more options and additional appliances, salespeople have the opportunity to increase basket size on many sales due to the ease of demonstrating them visually on the ReadyTouch system.

**About the Company:** ReadyTouch is a Menlo Park, California based provider of retail marketing systems designed to seamlessly bring the latest product expertise to consumers at the point of sale. The ReadyTouch System leverages software and content technology on an NCR hardware platform to enhance the consumer experience, to allow product promotions, and ultimately, to boost retail sales. Initial installations serve purveyors of luxury goods including wine, high-end appliances, and consumer electronics in retail stores nationally. The company extends its reach with partners including NCR, the Data Center at MIT, Mental Models, and Copia: The American Center for Wine, Food, & the Arts.

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