



FOR IMMEDIATE RELEASE:

Auto~Star Partners with Hand Held Products® to Increase Speed and Convenience for Customers

Skaneateles Falls, N.Y. – May 6, 2007 – For retailers, keeping pace with the competition is a continuous effort. From decreasing operating costs to increasing customer retention, staying ahead is critical. Auto~Star Compusystems and Hand Held Products have partnered to offer a solution that gives retailers the competitive edge they need to stay ahead. The collaboration enables the use of Auto~Star’s Star~Plus point-of-sale and retail management software applications with the Hand Held Products Image Kiosk 8560.

This partnership optimizes the features of both the Image Kiosk 8560 and Star~Plus for retailers. The solution is a convenient way to check product prices and loyalty level status at retailers. It offers an intuitive design that is easy for customers to use and easy for retailers to deploy and maintain. A customizable user interface provides opportunity for enhanced store branding and ensures a match to the store's existing image. Together, the Star~Plus software and the Image Kiosk 8560 aid to increase product sales, customer service and loyalty.

“Retailers are always looking for technologies that give them a competitive advantage in improving the shopper’s in-store experience,” stated Garrison Gomez, Director of Product Management, Hand Held Products. “Through this partnership, we are able to offer a solution that makes the customer happy and in-turn wants to come back. Not only does the customer walk away happy, but the retailer has the ability to use the same technology to influence their customer’s buying habits.”

“Auto~Star is pleased to partner with Hand Held Products to offer a user-friendly solution to our value-added resellers and their customers. An innovative kiosk solution will enhance the customer shopping experience resulting in improved customer retention, increased sales per transaction, and over all increased in-store profitability,” said Robert Symmonds, President of Auto~Star Compusystems.

Currently, the kiosk solution has two primary functions: price checking and loyalty status confirmation. Enabling customers to scan or search for products at an in-store kiosk gives retailers the ability to ensure that their customers have access to the product information they are looking for without having to first find a store associate. Customers are also able to check loyalty points, status and point redemption information at their convenience, resulting in further promotion of loyalty programs. All software functionality on the kiosk has security features to ensure automatic log off.

The Image Kiosk 8560, powered by Adaptus® Imaging Technology 5.0, provides customers with access to a wealth of information through finger-touch navigation and omni-directional bar code reading – each giving customers the ability to find the information they need within seconds.

About Auto~Star

Auto~Star Compusystems is a software company that develops point-of-sale software for pharmacy, grocery, and convenience store retailers across Canada, the United States, and the Caribbean. The company's products provide seamless end-to-end solutions to optimize efficiency and customer satisfaction, while lowering operating costs. For more information on Auto~Star, please call 888-460-6963 or visit www.auto-star.com.

About Hand Held Products

Hand Held Products is the global leader in the design and manufacture of image-based data collection and communication solutions for mobile, in-premise, and transaction processing applications for retail, healthcare and transportation. Through its Adaptus® Imaging Technology platform, Hand Held Products is dedicated to delivering innovative imaging solutions to its customers and partners through more than 30 sales offices and hundreds of resellers. To find out how Hand Held Products can help you call us at 1-800-582-4263. Or visit us at handheld.com.

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