

For More Information:

John Schriefer  
Lucas Systems, Inc.  
724-940-7144  
[pr@lucasware.com](mailto:pr@lucasware.com)

**JENNIFER VOICE PICKING AT ORIENTAL TRADING COMPANY IS FEATURED IN  
MODERN MATERIALS HANDLING**

Leading Catalog and Online Retailer Uses Jennifer For Voice Picking And Put-To-Tote Applications In  
Highly Automated Fulfillment Center

**PITTSBURGH, PA, September 30, 2011** – Lucas Systems, Inc., the largest independent provider of voice-directed warehouse applications, today reported that the Jennifer voice picking system at Oriental Trading Company was profiled in the current issue of Modern Materials Handling, the leading trade publication reporting on productivity solutions for materials handling professionals in distribution, warehousing and manufacturing. Jennifer VoicePlus is used for voice picking and put-to-tote applications in the Oriental Trading Company fulfillment center in La Vista, Nebraska. With Jennifer, order-picking errors have decreased by more than 60 percent, in addition to dramatic productivity gains.

“Oriental Trading Company is a great example of how Jennifer VoicePlus can complement other warehouse automation systems to drive maximum levels of productivity and accuracy,” says Chris Sweeney, Senior Vice President of Lucas Systems. “Even highly automated facilities like Oriental Trading need people to handle product at some point in the fulfillment process. Jennifer helps ensure those human touch points are as efficient and accurate as possible.”

In addition to the recognition in Modern Materials Handling, the Jennifer system at Oriental Trading Company received a Motorola Solutions Enterprise Mobility Solution Award. To see video of the Jennifer system in action at OTC, visit <http://www.youtube.com/user/LucasJennifer>.

**About Lucas Systems, Inc.**

Since 1998, Lucas Systems has delivered more voice-directed warehouse applications on a wider variety of mobile computers than any other company. Customers like Cardinal Health, C&S Wholesale Grocers, CVS/pharmacy, Do it Best Corp., Kraft Nabisco, and OfficeMax trust Lucas to deliver solutions that greatly improve worker productivity and accuracy because Lucas truly understands warehouse operations. Jennifer™ VoicePlus, the Lucas voice solution, creates a conversation with warehouse workers that frees their hands and eyes to focus on the job at hand. Jennifer also provides managers and supervisors with real-time reporting and management tools that help them better manage their operations. Tens of thousands of associates at hundreds of distribution centers work with Jennifer every day. For more information, visit [www.lucasware.com](http://www.lucasware.com).

- ### -