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**LUCAS SYSTEMS FEATURED IN NEW SUPPLY CHAIN VIDEO: NEXT-GENERATION
VOICE TALKS TO ROI**

Video Explains How Process Optimized Jennifer VoicePlus Solutions Generate Bigger Productivity,
Accuracy, and Efficiency Gains For Distribution Operations

PITTSBURGH, PA, October 12, 2011 – Lucas Systems, Inc., the largest independent provider of voice-directed warehouse applications, is featured in a new video produced by Supply Chain Brain. The new video describes how next-generation voice-directed warehouse applications generate larger returns on investment than legacy voice-only systems for voice picking and other warehouse tasks. The six-minute video, “Next-Generation Voice Speaks to ROI,” is available on-demand at www.supplychainbrain.com.

Chris Sweeney, senior vice president of Lucas Systems, explains how distribution centers have realized dramatic gains in productivity and accuracy with Jennifer™ VoicePlus applications, generating returns on investment in less than twelve months. By contrast, many other warehouse software and automation solutions, including robotics and pick-to-light, have ROIs measured in years. Jennifer VoicePlus is the best-selling voice directed warehouse solution for standard multi-modal computers from Motorola Solutions, LXE, Honeywell and other leading vendors of rugged mobile computers for retail and supply chain applications. Jennifer supports voice picking and other warehouse tasks, and includes standard integration to leading WMS products from RedPrairie, Manhattan Associates, SAP, Infor, Oracle, and others.

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.

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