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LUCAS SYSTEMS AND STEPONE SYSTEMS TO DEMONSTRATE INDUSTRY FIRST INTEGRATED IN-STORE MOBILE SOFTWARE WITH VOICE PICKING

The Unique New Solution From StepOne and Lucas Shows How the StepOne RETAIL In-Store Mobility Software Integrated with Jennifer™ for Voice Directed Stock Picking Dramatically Changes the Customer Experience.

NEW YORK, NY, January 16, 2012 – At the National Retail Federation's (NRF) 101ST Annual Convention and Expo, Lucas Systems, Inc., the largest independent provider of voice-directed warehouse applications, is demonstrating a voice picking solution for retail stock rooms integrated with StepOne RETAIL Sales Assist software from StepOne Systems, leaders in enterprise mobility software.

The integrated product demonstration, an industry first, illustrates how stock room picking can be performed behind the scenes using voice direction and speech recognition, while sales associates engage with customers, increasing sales and reducing customer walk-away. The solution utilizes StepOne RETAIL, StepOne's recently announced third generation in-store mobility software, and Jennifer VoicePlus, the award-winning voice picking solution from Lucas Systems. Both systems highlight Motorola Solution's enterprise mobile technology including the MC3190 and the new Android-based ET1 Enterprise Tablet.

"Retailers come to NRF looking for technology that impacts the shopping experience while simultaneously making store associates more effective," says Todd Berner, CEO of StepOne. "StepOne RETAIL Sales Assist on the Motorola ET1 tablet provides an engaging, real-time, information and suggestion discussion between the sales associate and the customer. The ability to request a stock room product with a simple "tap" enables the sales associate to maintain the customer engagement while Jennifer directs stock room associates to pick the correct items. Customers leave with a positive purchase experience rather than a frustrated walk-away."

Jennifer VoicePlus is used today in hundreds of distribution centers for voice picking and other voice-directed warehouse tasks, both for B2C fulfillment and store replenishment. Jennifer improves the accuracy and efficiency of distribution operations, reducing costs and improving product availability in stores. Jennifer can also be used to voice-enable manual, error-prone back-of-store inventory tasks, reducing shrinkage, improving efficiency, and directly increasing customer satisfaction. Jennifer creates structured back of store processes that are efficient and easy to use, reducing training time for new and seasonal associates.

"Similar to Jennifer voice picking applications in a warehouse, store associates working with Jennifer are directed to the correct product, can request additional information, and can confirm

their work using voice, scanning or even RFID," says Chris Sweeney, SVP of Lucas Systems. "This integration with StepOne RETAIL Sales Assist ensures that associates in the back of the store can retrieve the right products faster, improving the buying experience and increasing sales. In addition, Jennifer voice directed processes are intuitive and easy to learn, so they are a natural fit for the retail environment, where turnover and training are a huge challenge."

About StepOne Systems

StepOne Systems, LLC is a recognized leader in Enterprise Mobility Software with tens of thousands of users working each day in retail stores, on delivery vehicles, and in small warehouses. Through StepOne's ready-to-go applications and integration services, customers experience a fully supported, turn-key, mobile software solution that puts their enterprise systems in their employee's hands at the point of activity. For more information, visit our web site at www.steponesystems.com

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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