

ORDERSHARK™





ORDERSHARK™

- Bring Your Own Device (BYOD)
Telxon Replacement for Retail
- Lightning-Fast Precise Scanning
Using Smartphone Camera
- Scans All Existing Telxon
Symbologies
- Full Order Log Capabilities
- iPhone, Android or iPod Touch
- No Hardware To Buy
- Mirrors Your Current Telxon
Interface



Swim To www.Ai2.com For Your Demo

OrderShark™ solves your Telxon problems permanently – without purchasing new hardware. OrderShark is an app for Android, iPhone and iPod that provides superior functionality to Telxon order entry without acoustic connectivity problems. OrderShark emulates the look and functionality of the familiar Telxon but with the enhanced order log capabilities commonly found in expensive pocket PC systems.



OrderShark is the low-cost alternative that improves communication between a retailer and distributor, with superior functionality over existing Telxon devices. OrderShark supports a BYOD (“Bring Your Own Device”) approach that saves a distributor from making a large hardware investment.

Using the smartphone’s camera, OrderShark scans any barcode type from any angle using lightning-fast proprietary scanning technology. It reads all existing UPC types as fast as a Telxon and it also reads QR codes. It handles all existing Telxon symbologies.

Users can view, edit, retain and copy previous orders. The system provides the status of all orders including confirmation that an order was received by the host. Orders are sent over WiFi or cellular networks. A user familiar with a Telxon will require no training for OrderShark. It also supports international language sets for easy multilingual use.



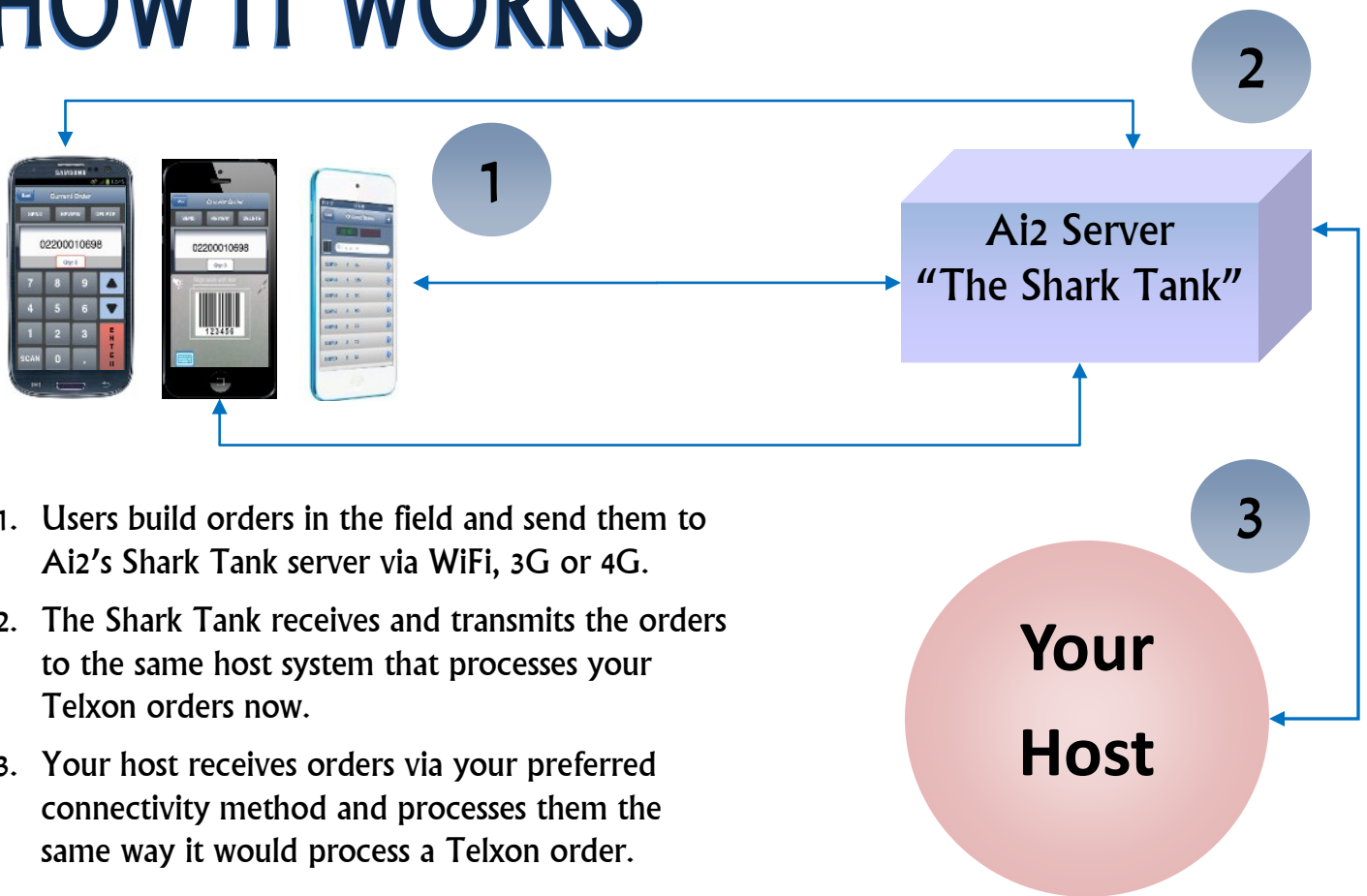
OrderShark interfaces quickly and easily to your existing Telxon interface, which shortens deployment time. A distributor or retailer need not purchase any new computer hardware or fret about complicated deployment logistics. Users simply download OrderShark from the Apple or Android app store to their existing smartphones or iPods, enter a specifically assigned confirmation number and begin building their orders immediately.



To get OrderShark™ working for you, call (800) 835-3200 or go to www.ai2.com



HOW IT WORKS



1. Users build orders in the field and send them to Ai2's Shark Tank server via WiFi, 3G or 4G.
2. The Shark Tank receives and transmits the orders to the same host system that processes your Telxon orders now.
3. Your host receives orders via your preferred connectivity method and processes them the same way it would process a Telxon order.

SETUP

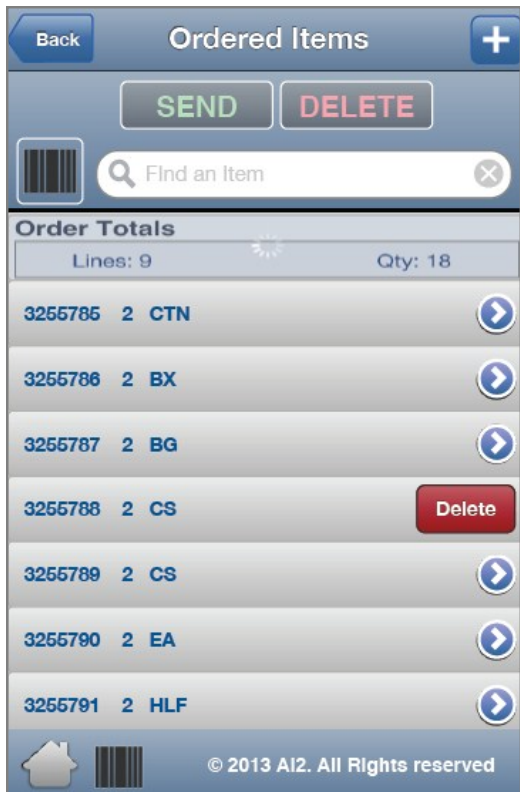
- The OrderShark order format mirrors your existing format.
- The essential user functions of the app (order entry, scanning) will emulate your current functions
- To get started, Ai2 needs a copy of your Telxon programming guide and user documentation.
- One main component of the implementation is the preparation of the custom export feature. Talk to Ai2 to get set up.
- The app is designed to be more intuitive and user-friendly than a Telxon
- Acoustic coupler/phone line communication protocol is replaced by WiFi/3G/4G depending on the device.
- Construction of additional features beyond the initial feature set may require additional professional services.
- Visit Ai2.com or call (800) 835-3200 to get started.



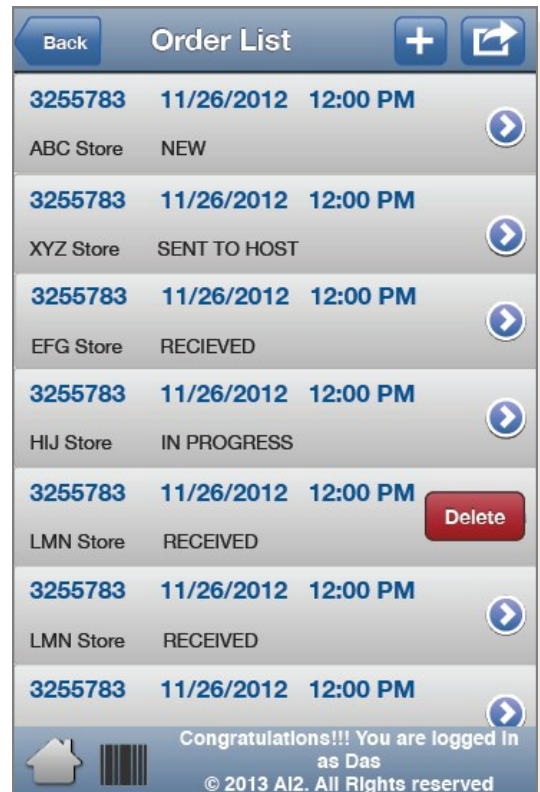
Scan any bar code from any angle, even in low light. The fastest and easiest method of order entry with OrderShark™.



The app features perfect emulation of the standard keyboard that users are already familiar with. Faster deployment and almost no training.



Order review with the ability to switch between scanning, keyboard, and a list of the items ordered. Swipe your finger to delete an item.



Full Order Log capabilities means you can resume work on a previous order, look something up, copy and email orders.

FOR IMMEDIATE RELEASE

Top Convenience Distributor Gives One Thousand Retailers A Powerful New Order Entry App Pine State Replaces Old Handhelds With The Phones Their Retailers Already Have

CHICAGO - December 18, 2012 – Enterprise app developer Ai2 today announced that Pine State Trading of Augusta, Maine would deploy Ai2's new smartphone order entry app at one thousand convenience stores in the Northeast United States. The app, called [OrderShark™](#), is designed to replace Telxon and MSI devices with Androids and iPhones - a significant upgrade in sales technology, especially the communication protocol.

Pine State is one of North America's largest distributors of convenience items, food and beer. The company is a longtime user of Ai2's solutions for [sales force automation and remote order entry](#). The BYOD aspect of OrderShark that allows retailers to use their personal smartphones is one that will save Pine State an estimated \$500,000.

"This is the best technology innovation to hit the C-store industry in 20 years," said Keith Canning, managing partner of Pine State. "The Telxon communication issue is a significant problem for retailers in convenience store and grocery distribution. When orders aren't sent and received in an efficient way, it slows down our entire operation. OrderShark will help us on our mission to give them the best possible service. Best of all, we don't need to purchase and support a ton of hardware that's already obsolete."

"We have such a great relationship with Pine State and it's an honor to help them take the next step as a company," said Douglas Katich, CEO for Ai2. "We're focused on giving our clients the technology that can facilitate major growth." Katich described early reaction to the technology as "very positive - a lot of wholesalers have been waiting for something like this."

Using the smartphone's camera, OrderShark scans any barcode type from any angle using fast proprietary scanning technology that Ai2 developed. The app reads all existing UPC types as fast as a Telxon as well as QR codes. It handles all existing Telxon symbologies. Users in a retail environment can view, edit, retain and copy previous orders. The OrderShark system provides the status of all orders including confirmation that an order was received by the host. Orders are logged in the device for

safekeeping and easy access. Orders are sent over WiFi or cellular networks. OrderShark supports international language sets for multilingual use.

OrderShark mirrors a distributor's existing Telxon interface, which shortens a distributor's deployment time. According to Ai2, a distributor or retailer need not purchase any new computer hardware or fret about complicated deployment logistics. Users simply download OrderShark from the Apple or Android app store to their existing smartphones or iPods, enter a specifically assigned confirmation number and begin building their orders immediately.

Pine State Trading is a family-owned company based in Maine with more than 800 employees and annual sales approaching \$1 billion. According to their website, they offer "a diversified sales, marketing, and logistics network" to serve their 5,000-plus customers. They serve most of the Northeastern United States and are "committed to investing in the people and the technology necessary to consistently deliver quality consumer products and services." For more information, visit [PineStateTrading.com](#).

Ai2 was founded in 1986 and is headquartered in downtown Chicago. Their applications are used by more than 75,000 users each day to capture upwards of \$75 billion in annual sales. More than 10,000 retail stores and more than 1,000 movie theaters use Ai2 solutions for their order entry needs. Ai2 improves the sales process for some of the world's largest distributors in foodservice, convenience store, grocery, beverage, hardware, medical, beauty products, jewelry and more. For more information about Ai2, visit [Ai2.com](#).



www.ai2.com

