

A New Way to Shop

Advanced Communication Design (ACD) and Symbol Technologies have dramatically changed the face of retail shopping with the ACD STARNavigator™ system. The ACD STARNavigator™ delivers interactive audio and video product information to the consumer—all with a simple swipe of a bar code.

Initially rolled out to retailers of music and books, the ACD STARNavigator™ system presents a wide variety of information to shoppers, including sample audio clips, music videos, book author interviews, as well as pricing and ordering information. Since applications are independent of the device, this flexible system can be placed just about anywhere goods are sold to provide consumers with product and up-to-the-minute information about any bar coded merchandise—including special in-store promotions—right on the spot. And with ACD's remote automated digital media management and distribution services, retailers can be assured that the information presented to the shopper is up-to-date and accurate.



Working with Symbol's Embedded Technology Team, ACD combined their patented content distribution technology with Symbol's SE 923 and SE 1223HP bar code scan engines to create the STARNavigator™. The STARNavigator™ presents the shopper with an easy to use ATM-like interface that can be equipped with speakers or headphones for listening to audio files, color displays for full-motion video, and various touchscreen and keypad options for entry and selection.

Benefits for the Retailer

The ACD system delivers a number of benefits for retailers. By enabling retailers to provide extensive product information on demand without a live sales associate, productivity of existing retail sales personnel is greatly enhanced. Freed from answering common routine product questions, sales personnel can attend to customers with more demanding requirements or provide additional help needed to shorten long checkout lines. The end result is better service for your customers, provided by your existing staff—no increase in staffing and overhead required. In addition, the system can also serve as a resource for sales personnel when they are unfamiliar with a particular product, as well as a training tool for new employees.

Features	Benefits
ACD's automated digital media management system	Ensures that information presented to shopper is accurate and up-to-date
Automated delivery of extensive on-demand product information	Frees in-store personnel to perform more productive tasks and provide better customer service
Symbol's unparalleled SE 1223HP and SE 923 scan engines	Highly visible scan beam makes it easy for customers to use—even if they have never used a scanner before
STARNavigator™ color display; headphones and speaker option	Customer can truly sample the product prior to purchase, ensuring customer satisfaction and reducing returns

About Advanced Communication Design

Advanced Communication Design, Inc. (ACD) is a leading global developer and manufacturer of patented, in-store interactive digital audio and video distribution systems. Founded in 1986, ACD is headquartered in Minneapolis, Minnesota. ACD leads the marketplace offering the most advanced and reliable technology in the US, Canada, Europe, Australia, South America and Asia. Information about ACD is available at <http://www.acdstar.com/>

About Symbol Technologies

Symbol Technologies, Inc. is a global leader in mobile data transaction systems, providing innovative customer solutions based on wireless local area networking for data and voice, application-specific mobile computing and bar code data capture. Symbol's wireless information appliances connect the physical world of people on the move, packages, paper and shipping pallets, to information systems and the Internet. Today, over 10 million Symbol bar code scanners, mobile computers and wireless LANs are utilized worldwide in markets ranging from retailing to transportation and distribution logistics, manufacturing, parcel and postal delivery, government, healthcare and education. Symbol's systems and products are used to increase productivity from the factory floor to the retail store, to the enterprise and out to the home. Information about Symbol is available at www.symbol.com, or by telephone at +1-631-738-2400 or +1-800-722-6234.

Specifications are subject to change without notice.
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For system, product or services availability and specific information within your country, please contact your local Symbol Technologies office or Business Partner.



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