



ADT TO SHOWCASE A COMPREHENSIVE SOLUTION SET TO OPTIMIZE RETAIL STORE OPERATIONS AT EUROSHOP 2011

01 February 2010 – At Euroshop 2011, ADT will showcase its latest, most advanced solutions for retailers aimed at two important areas of every retailer’s business: improving store performance and helping to prevent loss and shrinkage. New solutions being demonstrated include the Sensormatic® Essentials Electronic Article Surveillance (EAS) platform and the Vizualize customer behaviour analytics software. Euroshop 2011 takes place in Dusseldorf 26 February – 2 March 2011. ADT will exhibit in Hall 6 at Stand A05.

Visitors to Euroshop can see a new a range of software solutions designed to provide retailers with the business intelligence they need to increase operational efficiency. These will include Vizualize customer behaviour analytics software and item-level intelligence solutions with RFID technology.

Vizualize to improve store performance

Visitors to Euroshop can view demonstrations of the latest additions to the Vizualize suite of store performance software solutions that delivers powerful insights into customer behaviour in-store including the measurement of customer touch points and a new queue management feature. This enables retailers to understand the true performance of stores and make informed decisions so they can acquire, convert and retain more customers. The Vizualize suite comprises leading-edge monitoring packages for people counting, shopper behaviour, in-store media measurement and shopper engagement.

Item-level intelligence with RFID

Item-level intelligence enabled with RFID technology is designed to help retailers improve operational efficiency and profitability through real-time visibility of inventory throughout their stores. ADT Sensormatic® includes RFID as part of its overall application set via EAS tags that can be combined with RFID technology. The solution suite helps retailers gain greater inventory accuracy, so they can address one of their largest sources of loss – lost sales due to inventory inaccuracies. It also saves the vast amounts of employee time that periodic store inventory counting requires,

helping to cut payroll costs and also making employees more available to serve customers. RFID operating without EAS will also be featured.

ADT is renowned for delivering anti-theft solutions that help retailers prevent crime. Today, over 80 percent of the world's top 200 retailers that use EAS rely on Sensormatic® solutions. Highlights for visitors to Euroshop seeking ways to reduce shrinkage include:

The Sensormatic® Essentials platform for loss prevention

The Sensormatic® Essentials platform is an EAS product suite designed specifically for smaller, value-conscious retailers. The solution comprises a range of basic components such as EAS detection systems, a variety of hard tags and deactivators. The Essentials platform delivers a cost-effective anti-theft package without losing any of the reliability for which the Sensormatic brand is renowned.

Hard-tag recirculation

Hard-tag recirculation programmes offer retailers an environmentally friendly, low-cost-per-use security solution with the deterrent benefits of a visible source tag. Applying tags at the source of manufacturing also ensures that items arrive in stores properly secured against theft and ready to be displayed. It can save payroll costs too, because employees do not have to apply the tags after merchandise is received. Used tags are shipped back to automated recirculation centres where they are Sensormatic® certified for reuse. ADT secures over 235 million items through its hard-tag recirculation programme and it is the only retail solutions provider with automated counting, cleaning and testing processes set up on three continents.

“EuroShop provides us with a perfect opportunity to present our newest solutions and show how retailers can benefit from working with ADT to reduce loss and to improve operations. Our heritage in the retail sector and an extensive solutions portfolio makes ADT one of the leading suppliers to the retail sector worldwide,” said John Smith, VP Retail Sales, Continental Europe, ADT Fire & Security.

Hall 6, Stand A05

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About ADT

ADT, a Tyco International company, is the world's largest electronic security company. It designs, installs and services fire and electronic security systems for residential, business and government

customers. ADT's portfolio includes intruder alarms, video surveillance, access control, electronic article surveillance, radio frequency identification, fire detection, integrated solutions and monitoring. ADT solutions are used to deter thieves and help protect people, goods and property. For more information visit www.adtemea.com.

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