

Technology for Retailers

Energize your store with Alcorn McBride Products





The People Behind the Company

Alcorn McBride is the world's largest manufacturer of show control, audio/video playback and lighting control equipment for themed entertainment. We're one of the fastest growing technology companies in Florida, and our Digital Video Machine HD received the Governor's Award for best new product.

We work hard to make sure every client has a good experience, That work has turned Alcorn McBride into one of the most unusual companies in the world.

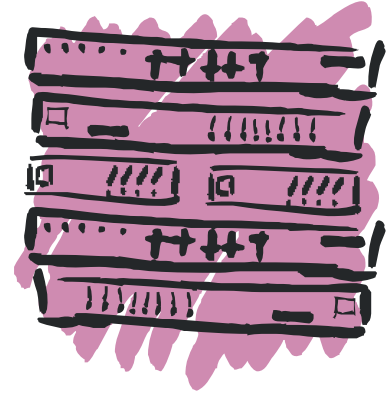
When you call us for technical support you don't speak to a trainee or even a technician. You speak to the person who designed your product. So you get a correct answer, and we learn your needs.

"Other executives look at me strangely when I describe our company," says company president Steve Alcorn, "but if we make every customer look good, they'll come back to us again and again."

Call us today and see for yourself.

Selling an Image

There was a time when a retail store was a little more than a room full of merchandise. Shoppers expected little in the way of interpretation - or entertainment. Stores didn't need technology because the experience they offered was basically static.



In recent years the bar has been raised. Many of your prospective customers expect **a richer, more varied experience**. They're seeking not only merchandise, but also entertainment. In a fast paced media-driven world, today's customer is prepared to absorb a flood of information, in **a snappy and contemporary style**. And they're willing to pay fair value for such an experience.

Technology - properly applied - can be a tremendous boon to your store. It can bring you more customers, provide them with more satisfying experiences and keep them coming back for more.

For nearly two decades **Alcorn McBride has set the standard** for audio, video and show control in the world's finest theme parks. These same technologies are perfect for your store. That's why hundreds of leading retailers worldwide have installed Alcorn McBride equipment.

Why Alcorn McBride?

There are two key reasons: **we make technology that's simple to use**; and we can demonstrate the **return on your investment**.

The purpose of this booklet is to demystify our presentation technology and explain some of the many ways it can be used in your store. Our objective is to show you that technology is not necessarily expensive, difficult to install or costly to maintain.

We've kept our examples simple. Once you understand these we're confident **your imagination will run wild**. And we'll be there to help.

From Ambience to Profit

One of the best - and most common - ways to create a pleasant shopping experience is with background music or video. It's hard to imagine a retail store without background music. But how effectively does your background music or video convey your message?

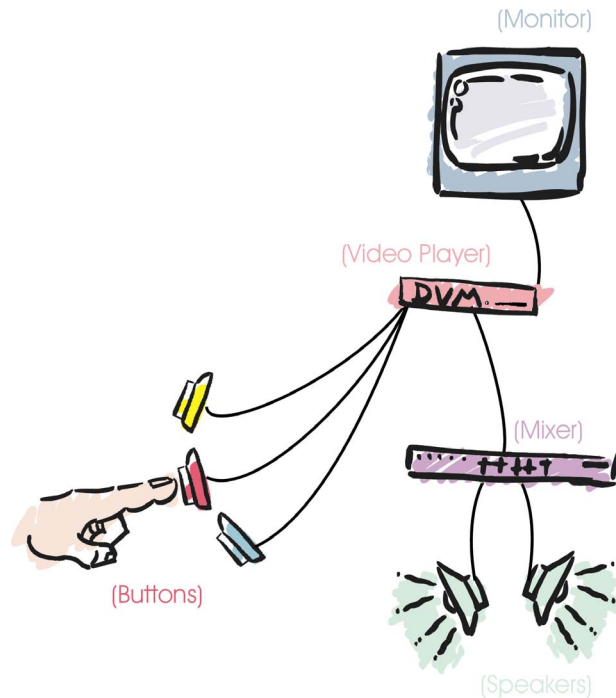
Subscription services that provide tapes, CDs or broadcast media aren't familiar with your customer, your neighborhood or your products.

You can **appeal to your local demographic** by providing your own background music or videos. One of our audio or video players will operate almost forever with **no maintenance** at all. They can run whenever the power is on or you can hook buttons to them to provide a selection of program material.

Today's PCs let you easily record and edit audio or even video. Since all of our products can be connected to the Internet, you can update the media at one or all stores at the click of a button.

On vacation in Tahiti and have the new promo idea? Record it into your laptop and - **"click!"** - it's playing in your stores.

As master of your own playback equipment you also have another opportunity: you can sell advertising time to other businesses or to your suppliers.
Turn your ambience into a profit center!



An Offer They Can't Ignore

What if your customers aren't paying attention to your ambient audio or video?

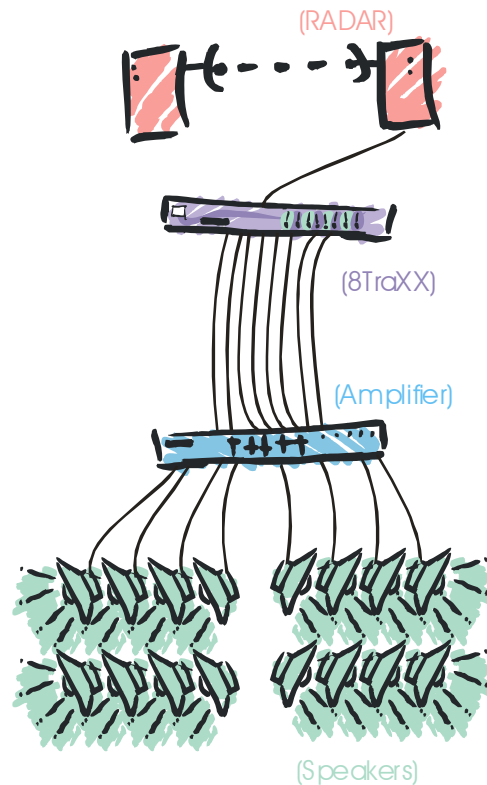
Our 8TraXX is an inexpensive multitrack player that lets you **concentrate your message where it does the most good.**

A single unit provides eight independent stereo tracks. Use some for continuous run **background ambience** in different parts of your store. Others can be **triggered by proximity sensors** to deliver an on-the-spot pitch wherever it's needed.

A field test conducted by one of our European customers showed that vending machines with triggered media **doubled the revenues** of ordinary machines.

There are so many benefits of multiple independent audio tracks in your store:

- ◆ Tell your customers the features of a product that's caught their eye.
- ◆ Localize your ambience - ocean surf sounds near the suntan lotion, sleigh bells by the Christmas ornaments.
- ◆ Hire a tireless barker - a continuous audio track outside the entrance brings customers in for the latest specials.

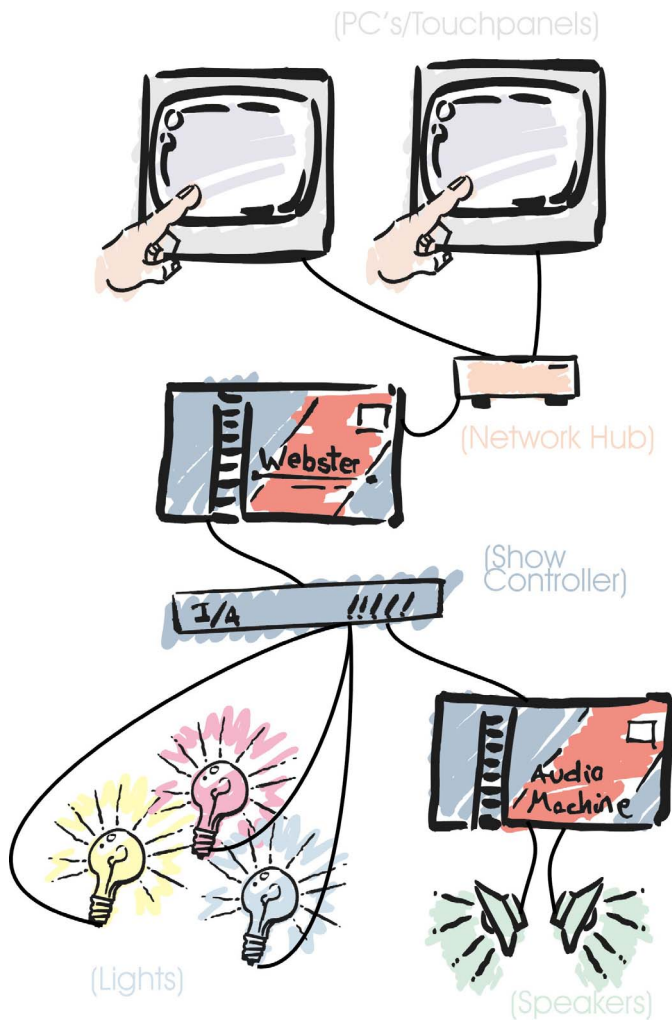
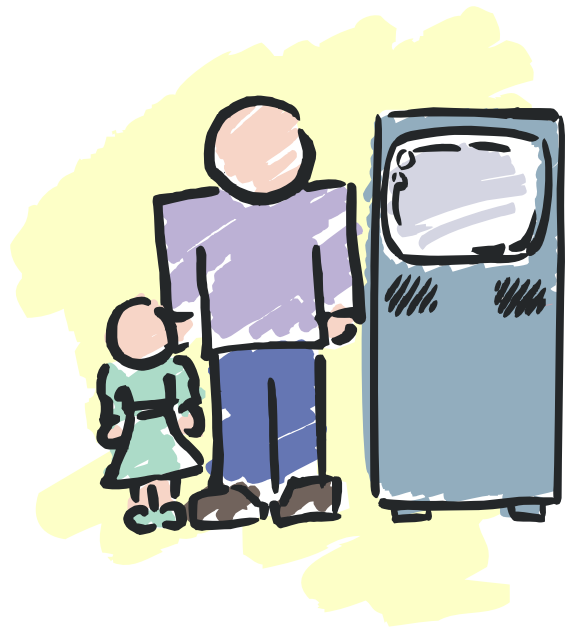


It's Alive!

We've all seen kiosks. They can be an effective way to provide information on demand.

We've also seen kiosks sit unused. That's because most customers don't want a lesson; they want an experience.

Here's an inexpensive way to give them an **experience they won't forget** and to inform them at the same time:



WEBster is a complete Web server in a tiny box. You can **fill it with exciting graphics and animations** about your merchandise. A single WEBster can serve touch screens throughout your store, providing customers with product information and special offers interactively.

But WEBster goes way beyond a conventional kiosk. Connect it to one of our show controllers and some audio or lighting gear and imagine this:

Your customer sees the product they want on the screen and touches the "Find Now" button. **Instantly, spotlights highlight the product** wherever it is in the store and a promotion plays in that zone.

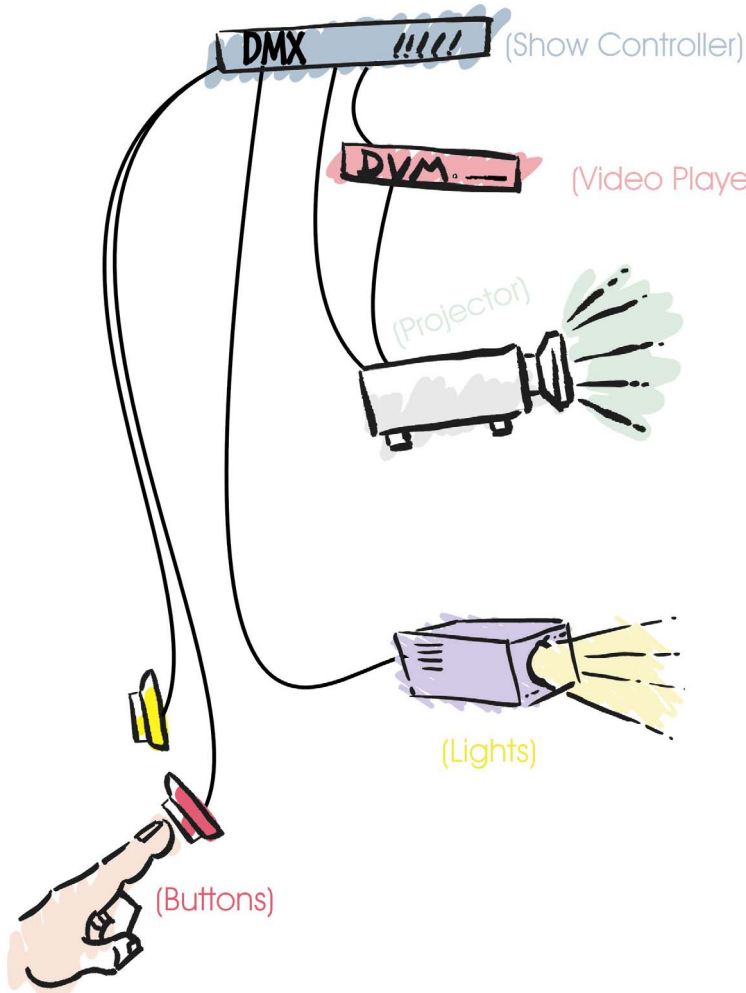
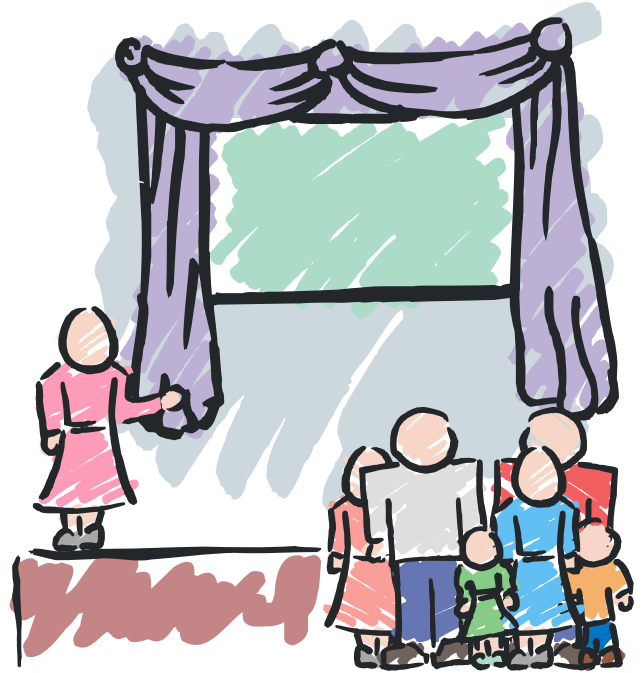
Now there's a sales pitch that's hard to resist!

The Big Show

When it's time to bring out the big guns, there's nothing quite like a theater.

But theaters don't have to be enclosed, or use major amounts of floor space. And they don't have to be expensive.

With today's economical video projectors or rear projection TVs and Alcorn McBride's playback devices you can look like a million bucks for only a few clams. No maintenance is required and it doesn't take a dedicated operator.



Imagine the impact of that product demo when it's larger than life. You can even have surround sound on a tight budget.

A snappy presentation and killer audio will draw a crowd - then make sure they pass stacks of merchandise on the way up to the register!

On Sale Now!

We hope this booklet has given you some fresh perspectives on technology for retailing. Please visit our web site. It's a rich resource for application and technical data.

Better yet, give us a call. We'd love to hear your ideas.

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