



## **CipherLab's New CipherXpress Automates Retail Channel Order Processing Using Handheld Data Terminals**

*New System Speeds Warehouse Orders and Delivery, Provides Critical Order and Account Data at the Point of Capture*

**PLANO, TX — October 16, 2006** — CipherLab, a leading innovator in Automated Identification and Data Capture (AIDC) for the retail, warehouse and distribution markets, today announced its new CipherXpress system for automated order processing via handheld terminals. CipherXpress allows order data to be transmitted directly from a handheld at a retail facility to a distributor's electronic shopping cart or FTP server, speeding order processing and accuracy. The system also actively synchs files with the ordering system to load the latest information on product availability, cost, item master files, etc., directly onto the handheld, allowing critical ordering decisions to be made at the shelf rather than back at a computer. Customers including Great Lakes Wholesale & Marketing and Associated Grocers of the South are already benefiting from CipherXpress.

"Automated data capture is fantastic, but if that information can't leverage current on-line ordering systems then it defeats the purpose," noted Robert Hossary, vice president, Americas for CipherLab. "Our new CipherXpress system not only automates the entire chain from data capture to order processing, it also provides current information right on the handheld so retailers can instantly verify product availability, substitutions, cost, calculate order size and make a host of other onsite determinations. Retailers and distributors will quickly benefit from improved order speed, accuracy and efficiency."

CipherXpress will be available as an option on CipherLab's full line of handheld terminals. The system synchs with the customer's server when docked, transmitting order data and downloading the latest product information automatically. Orders can be "parked" on the server for use in custom order processing applications or for polling by distribution order systems. CipherXpress also directly hooks into electronic shopping carts via HTTP or remote servers via FTP, allowing instant ordering from the retail location.

Great Lakes Wholesale & Marketing, a wholesale distributor of grocery, healthcare, dry goods and beauty care products, is supplying its retail customers with CipherLab's handheld terminals and CipherXpress software to improve order speed and efficiency.

"It's important to us that our retail customers have a fast, simple experience in ordering our products," commented Bob Pero, CEO with Great Lakes Wholesale. "By using CipherLab's handhelds and CipherXpress, we can have customers hook right into our electronic shopping cart for nearly instantaneous ordering. CipherXpress has given us all the functionality I could have wanted at a fraction of the price I was afraid I'd have to pay."

CipherXpress is also being used by Associated Grocers of the South in 300 member stores across five states, and is currently in trials with one of North America's largest hardware chains.

### **About CipherLab**

CipherLab is a global leader in the design, manufacture and marketing of AIDC (Automatic Identification and Data Capture/Collection) products and systems. The company's mobile computers and scanners are integrated into the networks of some of the world's best known logistics, retail, distribution, government installations and healthcare companies, helping them run more efficiently and effectively onsite and on the road. Headquartered in Taipei, Taiwan with North American offices in Plano, TX and operations in EMEA, the Americas, Asia Pacific and China, CipherLab is publicly traded on the Taiwan stock exchange (Taiwan OTC: 6160). More can be found on the web at <http://www.cipherlab.com>.

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