



**FOR IMMEDIATE RELEASE**

## **Optical Phusion Exhibiting Custom Kiosk Solutions at NRF's 101st Annual Convention & Expo**

Littleton, MA – January 11, 2012 - Optical Phusion, Inc. (OPI) will exhibit their Custom Kiosk Solutions at the National Retail Federation (NRF) Annual Expo at the Jacob K. Javits Convention Center in New York City January 16<sup>th</sup> & 17<sup>th</sup>.

OPI will be demonstrating their successful Custom Kiosk Solution for Retail Price Checking and Loyalty Programs. OPI's custom enclosure, which encases Motorola bar code scanning technology and printing capability from Zebra Technologies, creates a visually appealing, easy-to-use kiosk that is fully branded for retail stores.

The OPI Custom Kiosk Solution integrates with store design and all material produced by the kiosk, such as labels and coupons, are branded with a company logo and message. The OPI kiosk enables shoppers to quickly and easily check prices on their own, saving them time and giving them a sense of assurance that they won't be in for any unpleasant surprises.

The flexible OPI solution can also be equipped to provide customers with loyalty program benefits; for example, a scan of a rewards card prints coupons tailored from past purchases, or adds reward credits.

“We are excited to, once again, have the opportunity to exhibit at this renowned Conference and look forward to presenting our Custom Kiosk Solutions to attendees,” states Scott Arnold, President, Optical Phusion.

OPI will be situated within the Motorola Solutions, Inc. Exhibit Space #1702 near the hall entrance.

About NRF Annual Convention & Expo:

NRF is the world's largest retail trade association and the voice of retail worldwide, representing retailers of all types and sizes from the United States and more than 45 countries abroad. *Retail's Big Show 2012, NRF 101<sup>st</sup> Annual Convention & Expo* is a celebration with more than 20,000 retail professionals, an enormous 150,000 sq. ft. exhibit hall, and more than 400 vendors. [www.nrf.com](http://www.nrf.com) for more information.

About Optical Phusion:

Optical Phusion, Inc. (OPI) is a wireless enterprise mobility focused integration company. They offer application based solutions for a range of markets specializing in retail, supply chain and field sales organizations. OPI's Mobile Device Management (MDM) solution manages and supports a broad range of Enterprise Mobile Assets, while their RFID-based system is a successful solution for loss prevention, mobile device security and Mobility Asset Management. OPI teams with customers to manage the entire lifecycle of Enterprise Mobility Projects.

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