



## Optical Phusion, Inc. (OPI) - Mobility Solutions for Your Business

Productivity, efficiency and profitability are coveted goals for every business. Mobility and wireless technology can impact these crucial areas in powerful ways, especially for companies that partner with Optical Phusion.

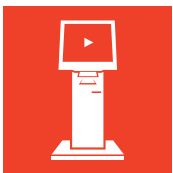
As a leading enterprise mobility integration provider, OPI offers application-based solutions for markets specializing in retail, supply chain and field sales organizations. We are experts in helping these customers manage the entire lifecycle of their enterprise mobility and wireless technology projects.



### Wireless: Mission Critical for Today's Business

In today's business environment, wireless technology, once an after-thought, is now mission critical. Companies across the business spectrum cannot succeed without the mobility, speed and flexibility of wireless. OPI delivers business-enhancing products and services for customers in retail, manufacturing, warehousing, finance, legal, insurance and more.

For example, our mobile device management solution supports a broad range of kiosk and enterprise mobile assets. Retailers appreciate OPI's variety of RFID-based systems for loss prevention, mobile device security and mobility asset management. These solutions and many others from OPI lead to faster product delivery, reduced total cost of ownership (TCO) and greater return on investment (ROI).



### The Power of Kiosks: Customer Convenience and Loyalty

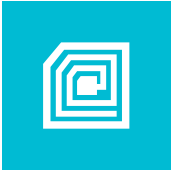
An OPI kiosk solution will help you increase sales, improve customer satisfaction, increase loyalty, comply with consumer protection laws, and strengthen your brand - all while reducing operating costs. In addition, OPI's custom enclosure, which includes rugged, hi-duty cycle bar code scanning technology and printing capability, creates a visually appealing, easy-to-use kiosk that is fully branded for your store.



### Barcode Scanning

OPI provides retailers with impressive power and flexibility in barcode scanning, including 1d (traditional scanners) and 2d (QR style) equipment. Along with the superb scanning capabilities of its kiosks/price checkers, OPI also offers handheld options. These include a laser scanner in an accessible, intuitive package, and a Bluetooth-enabled cordless scanner for data capture anywhere in the workplace.

Another key element of OPI scanning is the Captuvo Sled product line for iOS. Retailers can now improve the customer experience by turning Apple iOS devices such as iPads, iPhone and iPods into multi-functional scanners.



### End-to-End RFID Solutions

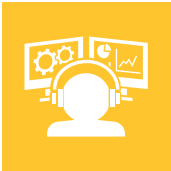
RFID solutions let you advance your business to new levels of efficiency by providing greater visibility into your inventory as it moves across the supply chain. With real-time tracking information, you'll always know the location of your critical assets. And in today's business climate where companies are looking for any edge, this information is priceless. Companies in a wide range of industries, including retail, manufacturing, warehousing, healthcare and more, experience these benefits with RFID from OPI. Inventory control is at the heart of our RFID solutions.



### Life Cycle Management

OPI's offers a Life Cycle Management approach to its solutions-oriented projects, including Mobile Device Management, Real-Time Asset Management and RFID Loss-Prevention systems. These require an understanding of your core business and a systematic approach to the development, delivery and support of both customer-facing solutions and employee applications. No one does this better than OPI.

In addition, our ability to function as an extension of your organization is a value-added bonus. We are most integral to your project when we are given responsibility for deploying a proven and tested solution, whether for a chain wide rollout or a smaller scale operation. In every situation and at each Life Cycle stage, you need exactly the right combination of skills and experiences to succeed. You need OPI.



### Professional Services: Total Project Support

With OPI as your partner, you have access to a full range of solutions that deliver major productivity enhancements through bar code/RFID scanning, mobile computing and wireless technologies. From Project Management to Network Installation to Device Configuration, we are your single source for end-to-end retail and supply chain implementations. For large enterprises to small-scale operations, count on OPI to deliver measurable results with quality assurance.