



Your Single Source for
Price Scanner Solutions

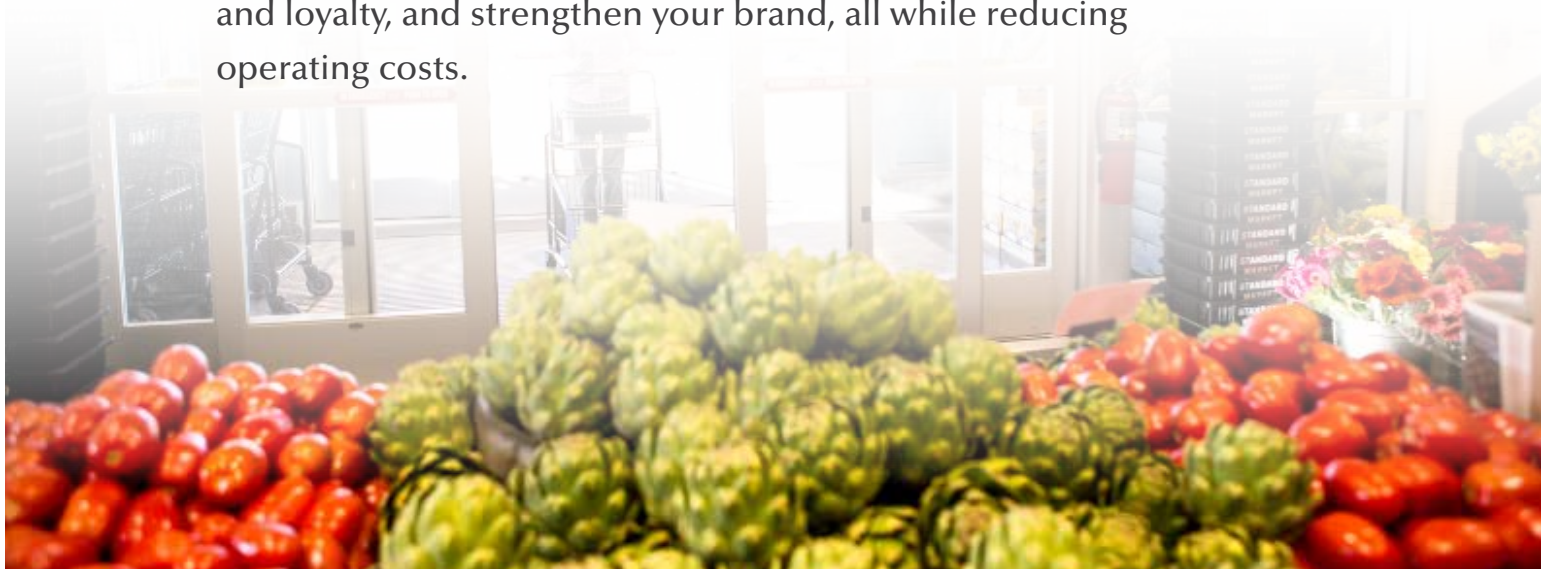


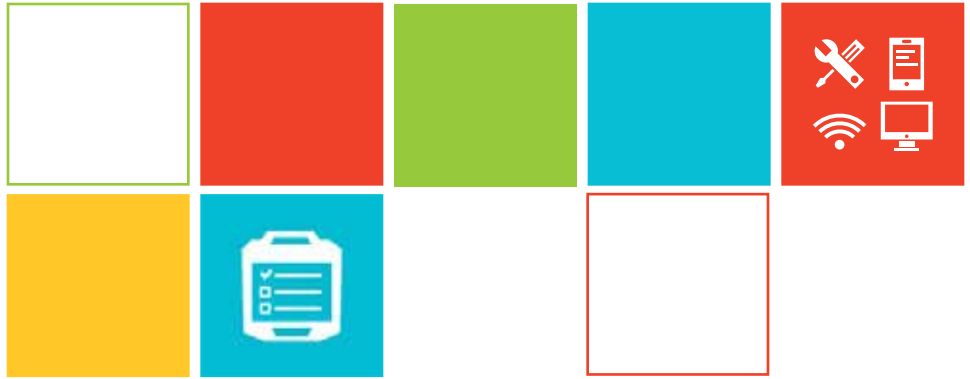
We Make It Easy to Comply With the Price Check Laws

A Guide to Massachusetts Consumer Price Scanner Requirements

If you have consumer price scanners in place or plan on adding them, compliance with the Massachusetts Price Check Law is mandatory. It can also be challenging - but not for retailers who contact Optical Phusion (OPI), your source for totally integrated price scanner solutions.

Not only does OPI's system simplify compliance, but it also can increase sales, improve customer satisfaction and loyalty, and strengthen your brand, all while reducing operating costs.





HASSLE-FREE COMPLIANCE

The Massachusetts Price Check Law is designed to provide consumers with “clear and conspicuous price disclosure.” Many retailers are already using price scanners while others are converting to them from individual item pricing. In either case, food stores or food departments of at least 5,000 square feet must get up to speed quickly on price scanner requirements. Here’s where OPI shines. We offer a complete in-store solution that includes a stand-alone kiosk, a printing capability, hanging banners for identification and industry-leading expertise – everything you need for hassle-free compliance.



THE OPI SOLUTION

Our total solution offers a range of benefits for retailers. For example, OPI’s custom enclosure, with bar code scanning and printing from Zebra Technologies, creates a visually appealing, easy-to-use kiosk that is fully branded for retail stores. Equally important, shoppers love it. It lets them quickly and easily check prices on their own, saving them time and money as they move through the aisles.

A CLOSER LOOK AT THE LAW

Consumer price scanner regulations are an important part of the Massachusetts Price Check Law. For every 5,000 square feet of retail grocery sales space, a food store or food department must have at least one consumer price scanner. OPI has you covered with our MK 3100 Micro Kiosk from Zebra Technologies. This slim, compact unit lets you connect with customers at the point of decision, enhancing their in-store experience and helping increase their basket size.

OPI will also incorporate this important notice into your graphics with each consumer price scanner.



Scanner/Printer



PRICING AND PRINTING REQUIREMENTS

A food store or food department with more than 5,000 square feet shall have at least 1 fully operational consumer price scanner capable of producing an individual item pricing tag. At all such scanner locations, the food store or food department shall provide the consumer with a means by which such pricing tag may be affixed or appended to the item or its packaging, such as tape or an adhesive price tag. As part of its total solution, OPI offers a range of Kiosk Printers from Zebra. These customer friendly printers let shoppers swiftly tag their items.



Scanner/Risers



Two Sided Hanging Sign



Three Sided Hanging Sign

SIGNAGE REQUIREMENTS

Once in the store or department, customers must be able to quickly and easily locate all consumer price scanners. Each scanner must have one clear and conspicuous sign at eye level and one above eye level. OPI's solution features two ceiling "hanging signs" that instantly identify the location of each MK 3100 unit. In addition, our MK 3100 Micro Kiosk can reflect your company's logo and other graphics to reinforce your brand. This also extends to material produced by the kiosk such as labels and coupons.

OPI will also make sure that the required Consumer Notice is posted at each consumer price scanner.

CREATING THE BEST SYSTEM FOR YOU

Close cooperation between OPI and your company's IT Department is a hallmark of our operation. We work with you to develop and assist in creating the best system within your budget. In addition, working with Zebra, we ensure that your business meets the minimum standards of the Massachusetts Price Check Law. We also make sure that your price scanners comply with the Americans with Disabilities Act Accessibility Guidelines and the Architectural Access Board regulations.



Price Scanner/Price Look-up Requirements in Other States



NEW YORK

In New York State, retailers who do not mark each unit with a price tag, must make available a price check scanner to enable consumers to confirm the price of a stock-keeping unit in order to comply with Price Disclosure Laws. Several counties - including Albany, Dutchess, Nassau, St. Lawrence and Putnam Counties - have similar scanner requirements to Massachusetts. The number of scanners, and the number of scanners required with printing capabilities, is determined by the square footage of the store. In all counties, the scanners must be in a location convenient to customers and include signage.



MICHIGAN

In Michigan there is no law about how many electronic price readers are required. However, it is one of the options that retailers have to clearly communicate price in the store and where the item is located.



CALIFORNIA

In California, price look-up systems are regulated under the California Business and Professions Code. The price charged for an item using a scanner or other price look-up system must agree with the lowest price that is quoted, advertised, or displayed for that item.

Other states that have Price Look-Up requirements in place include: *Arizona, Connecticut, Illinois, New Hampshire, New Jersey, North Dakota and Rhode Island.*

About **Optical Phusion, Inc.**

Optical Phusion, Inc. (OPI) is a kiosk and enterprise mobility integration company that helps customers manage the entire lifecycle of kiosk and wireless technology projects with application-based solutions for a range of markets specializing in retail, supply chain and field sales organizations. Its mobile device management solution supports a broad range of kiosk and enterprise mobile assets. OPI has implemented a variety of Kiosk systems for promotional Video presentation, Coupon Printing, Loyalty Registration and Price Verification. OPI's creative kiosk designs, quality manufacturing and experience with critical components will deliver a responsive solution to your needs, reduced total cost of ownership (TCO) and greater return on investment (ROI).



Optical Phusion, Inc. (OPI) Won 2014 Innovative Solutions Award for Its Consumer Price Scanner.

The award recognizes innovation in Customer Engagement Technology and is presented by Vertical Systems Reseller (VSR) magazine and the Retail Solutions Providers Association (RSPA). The honor is based on integrating products from multiple vendors to solve a problem and drive innovation while creating something unique in a retail solution.



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