

Axiohm's technology integrated into the SmartShopper, for a high tech shopping list!

Founded and designed by two Americans: Greg Vittardi and Rick Brindisi, the SmartShopper (which received the "Design and Engineering Award" for a new product at the CES trade show in Las Vegas on January 8) is a voice-activated grocery shopping assistant that can take shopping orders. The printing of the shopping list is then ensured by Axiohm's thermal printer mechanism ELECTRON.

SmartShopper : the electronic grocery assistant for easy shopping !



Magnetically adhered to the refrigerator, wall mounted, or kept on the countertop, the **SmartShopper uses voice recognition and thermal printing technologies**. The user simply presses a button on the unit and speaks the name of a grocery item they will need on their next visit to the store. Then, before shopping, it will print out your list – complete with coupon notations if you have them – and by department in the store for easy shopping.

It took two years and great investments to design the SmartShopper. The company entrusted Axiohm to provide them with a suitable thermal printing solution: **"the support and technical assistance we received from Axiohm's sales and engineering team has been a key factor in our choice of the thermal printing mechanisms to be integrated into the SmartShopper,"** explains Rick Brindisi.

Axiohm, expert and partner in this unusual innovation

"Ultra-compact, the ELECTRON thermal printer mechanism precisely met the size restrictions of the SmartShopper and was, as a result, perfectly adapted," mentioned Mr. Brindisi. Thanks to its small size, the ELECTRON can easily be integrated into a large variety of applications where size matters and is normally dedicated to mobile applications such as portable payment terminals. **"Moreover, tests run with Axiohm's mechanism have been extremely satisfying** whereas problems had occurred with other brands," added co-founder Greg Vittardi.



The company enjoyed personalized advice and expertise from the sales and engineering team at Axiohm and James Prince, sales manager in the USA, provided valuable assistance with the integration process.

In sum, faithful to its commitment 'innovating for you' and to its dedication to develop customized solutions to meet its clients' needs, Axiohm has worked to offer **a highly cost effective and competitive thermal printing solution**.

"We've been pleasantly surprised at the great partners we have been able to find. We've truly been blessed with a fantastic team," concluded Mr. Brindisi.

Forecasts for the SmartShopper

The Smart Shopper is marketed to top retailers through manufacturing reps, it can be found at Neiman Marcus, JC Penney and other fine retailers as well as through their website at www.smartshopperusa.com. In addition to which, a SmartShopper store is also to open in Ohio soon. **So far, over 4,000 ELECTRON mechanisms have been ordered and more business opportunities are pending.**

About AXIOHM

AXIOHM specializes in the design, manufacturing and marketing of a wide range of thermal printing solutions, including thermal printer mechanisms and controller boards, thermal receipt printers, and kiosk printers. Thanks to its mastery of thermal printing technology, AXIOHM has become a world leader in markets as varied as: Transportation, Hospitality/POS, Gaming/Lottery, Petrol Pumps, and EFT.

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