



## NEWS RELEASE

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**SEEONIC™ DEPLOYS ITS SMARTWATCH™ TECHNOLOGY SOLUTION FEATURING ITEM-LEVEL INVENTORY MANAGEMENT WITHIN RETAIL-DISPLAY FIXTURES OWNED AND OPERATED BY TOMORROW'S MOTHER, A MATERNITY APPAREL COMPANY.**

**The First Deployment Is Now Installed in a Retail Store.**

April 15, 2008 / Minneapolis, Minn. - Seeonic™ Inc., a leader in Actionable Intelligence, deployed its first SmartWatch™ technology solution within a Tomorrow's Mother RFID-enabled retail display in a retail store. The SmartWatch business-intelligence-data service works with its complementary SightWare™ electronic module to track inventory in real time to reduce stock-out and overstock situations.

“With the Seeonic SmartWatch solution, we will see our retail inventory on display in real time,” said Al Dittrich, CEO and president of Tomorrow's Mother, a maternity apparel company. “The opportunity to take decisive action based on actual inventory data certainly will have a positive impact on the efficiencies of our business.”

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The Seeonic SightWare™ electronic module automatically gathers inventory data from within a retail promotional display or permanent fixture. The module communicates the data through a real-time wireless interface to the data-intelligence service SmartWatch™ for analysis and reporting. Once the data is collected, SmartWatch provides a secure and web-accessible suite of software tools that allow customers to track product inventory and predict inventory situations that require attention.

“Predictive analytic algorithms are applied to model the optimum replenishment action,” said Harley Feldman, president and CTO at Seeonic. “Our solution benefits manufacturers like Tomorrow’s Mother, by providing real-time visibility into consumer demand for all clothing inventory on the display. By having access to this information, the manufacturer can make smart replenishment decisions, ensuring out-of-stock conditions are avoided. The SightWare and SmartWatch platform provides both retailers and CPG manufacturers with a substantially improved view of their marketing effectiveness and replenishment execution.”

The Seeonic SmartWatch and SightWare solution is both economical and flexible while requiring minimal capital investment and no in-store IT infrastructure support. SmartWatch is a fully integrated suite of business analytics, demand management, and inventory-status alerting tools offered on a monthly subscription basis; while SightWare is a low-cost, flexible and recyclable RFID-enabled sensing module. The Seeonic platform offers manufacturers and retailers the ability to increase revenues by reducing stock-outs and overstocks at the store level. Seeonic is located in Minneapolis, Minn. For more information, visit [www.seeonic.com](http://www.seeonic.com) or call 763-383-9360.