



BVI Networks and RockTenn Merchandising Displays partner to deliver real-time store monitoring systems; measuring effectiveness of in-store marketing concepts, shopper behavior and on-shelf availability

ShopperGauge™ is a new RockTenn Merchandising Displays program that measures effect and influence of store merchandising on shopper behavior. Exclusive on-shelf inventory tracking system provides deep insights for on-shelf availability

San Jose, Calif. – January 11, 2010 – [BVI Networks](#), provider of RetailNEXT, the advanced in-store business intelligence (BI) and decision support platform, is unveiling its newest capabilities for providing real-time in-store data at NRF's Big Show 2010. BVI has partnered with RockTenn Merchandising Displays – a world class promotional, store merchandising and display company – to bring the powerful analytics capabilities of RetailNEXT to RockTenn's new [ShopperGauge™](#) offering. This state-of-art system uses video monitoring, video analytics and on-shelf technologies to create and report data that enables retailers and manufacturers to see and analyze in-store shopper behavior in real time. Powered by BVI's RetailNEXT, the *ShopperGauge* system is the only system of its kind to deliver real time information critical to making decisions about what really works in the store. Users can reduce costly out-of-stock gaps, manage shrink from theft and product tracking issues and increase the effectiveness of marketing and merchandising at all levels in the store.

NEWS SUMMARY

- RockTenn Merchandising Displays brings the on-shelf inventory technology and expertise on effective in-store displays and merchandising to the partnership; BVI Networks provides its state of the art in-store business intelligence system for analytics and automated reporting.
- By integrating BVI's advanced analytics into fixtures and displays from RockTenn Merchandising Displays, the *ShopperGauge* system delivers clear, actionable information and measurable ROI for merchandising and marketing programs in the store.
- The *ShopperGauge* system measures out of stock events, duration of out of stocks and back stock inventory availability, giving retailers and suppliers visibility into costly out of events and trends.
- Using the *ShopperGauge* SmartEndCap fixture, with embedded video and integrated RetailNEXT analytics and reporting, retailers and CPG manufacturers can easily capture display effectiveness data, customer engagement rates, and inventory movement for an entire end cap or display.
- BVI Networks and RockTenn Merchandising Displays are also teaming to deliver the *ShopperGauge Learning Labs*. Expected to be generally available in the first quarter of 2010, the Labs will offer as a service, an accessible and low-cost way for Consumer Product Manufacturers to test the merchandising, packaging, and placement of their products in real store environments. Participating retailers benefit

financially from the partnership with BVI Networks and RockTenn Merchandising Displays as well as from the insights about products and merchandising being tested in their stores

- Green Hills Market, a bellwether of Retail 3.0 technology, has implemented the *ShopperGauge* solution in its Center for Advanced Retail Technologies (CART) to provide real time information about shelf inventory levels, out of stock events, replenishment and merchandise effectiveness.

BACKGROUND

- Inventory Management is one of the key performance metrics for managing success in 2010. Out-of-stock gaps – the lag time between when products are out of stock on the shelves and the time retailers find out and take action. According to a study by RIS News, retailers lost \$93 billion dollars annually as a result of being out of stock on the products that consumers are looking for in their stores.
- Currently, manufacturers have little to no visibility into actual shelf inventory levels or the total amount of product in the store channel. This is especially critical information for manufacturers of high-value and high-risk products, such as over-the-counter pharmaceutical products, consumer electronics, liquor, and premium health and beauty care items that have experienced high levels of shrink from Organized Retail Crime over the last year. The lack of hard numbers forces manufacturers to use “best-estimates” when planning and making product decisions. The *ShopperGauge* system allows for decisions to be made based on facts and accurate real-time data.
- Current methods for attaining data have been too costly to implement in every store or as an ongoing part of operations, leaving retailers and manufacturers to resort to extrapolating from studies of small samplings of shoppers and stores. RetailNEXT is the only platform affordable and powerful enough to deliver insights from every store every day - making it a best in class shopper insights tool.

QUOTES

- **Improving Retail Sales:** “The *ShopperGauge* system completes the product cycle in our stores. We already know the products we receive and our sales figures. But the *ShopperGauge* system ensures we understand in real time what’s happening to the products on our shelves. Whether by reducing theft or ensuring we restock the right products at the right time, the *ShopperGauge* system will have a positive effect on our bottom line.” – Gary Hawkins, Green Hills Supermarket
- **Meeting Tomorrow’s Needs:** “The significance for the retail industry of the BVI-RockTenn joint marketing venture of the *ShopperGauge* solution goes beyond reducing out-of-stock items and theft. The demand of impatient customers has required retailers to become more competitive and work more efficiently with CPG manufacturers to improve the in-store shopping experience. Solutions like *ShopperGauge* are now filling the tremendous void in a retailer’s ability to ensure customer satisfaction at the shelf level without the high cost of overstocking inventory.” – King Rogers, retired Vice President, Assets Protection, Target Corporation, and currently co-founder and principal in the King Rogers Group, LLC.

About BVI Networks

BVI Networks offers the only in-store business intelligence solution proven to deliver clear, actionable information and measurable ROI across multiple store departments within weeks of installation. The open RetailNEXT platform provides real-time and near real-time customer metrics that let retailers dramatically improve store execution and customer satisfaction by optimizing staffing, merchandise placement, and in-store advertisements. RetailNEXT also enables brand manufacturers to make much better product and marketing decisions and truly measure ROI on advertising investments. The BVI Networks team includes former senior managers from Cisco, Motorola, IBM, Juniper, Novell and Intel, as well as retail professionals with extensive backgrounds in operations, merchandising and asset protection. BVI Networks is rapidly establishing partnerships with leading in-store solution providers and is quickly expanding its customer base. Early customers include major big box retail chains, grocery stores, hardware stores and specialty retailers. BVI Networks is headquartered in San Jose, Calif. For more information, please visit www.bvinetworks.com.

About RockTenn Merchandising Displays

RockTenn Merchandising Displays is a leading in-store marketing and merchandising solutions provider. It develops promotional and permanent displays and packaging programs supported by innovative retail marketing services for major consumer packaged goods and services companies and retailers. For more information, please visit www.rocktenn.com.

Rock-Tenn Company (NYSE:RKT) is one of North America's leading manufacturers of paperboard, containerboard, and consumer and corrugated packaging, with annual net sales of approximately \$2.8 billion. RockTenn's 10,000 employees are committed to exceeding their customers' expectations – every time. The company operates locations in the United States, Canada, Mexico, Chile and Argentina. For more information, visit www.rocktenn.com.

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