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Barcoding Inc. Launches Retail Merchandising Application

Market Activity Tracker allows manufacturers, distributors, and service providers to better gather and track information

Baltimore, MD, January 11, 2008 – Barcoding Incorporated, the nationally recognized leader in automated data collection, will be announcing a new solution aimed at their growing list of retail clients at next week's NRF show in New York City. Market Activity Tracker, or MAT, is aimed at distributors or manufacturers that are looking to track in-store displays and take more accurate inventory at their customers' locations.

MAT has two primary ways of collecting and monitoring data, on a portable handheld device such as the MC35 from Motorola or through the host computer. The handheld portion of the solution allows the account manager to conduct inventory at a customer's location, take and process orders, send and receive messages between other workers, as well as gather data about their competition, including price points and display arrangements.

The information gathered from the workers is automatically transmitted to the back-end server over a WWAN (Wireless Wide Area Network) where managers can then log on to the desk top application and view reports on inventory levels in the field, pricing information, as well as adjust any upcoming promotions and relay those messages to their work force.

"This is designed as a tool to help the growing distributors find a way to differentiate themselves from the competition," states Barcoding Inc. CEO Jay Steinmetz. "Our solution helps to manage a company's field force, and more importantly lets their account representatives have more face time with the customer instead of counting inventory at a customer's site."

By providing a concise and consistent stream of information from management to your field sales force, MAT can eliminate errors by ensuring your field representatives are reminded of daily goals and requirements each time they enter an account. The application also features signature capture upon delivery, provides field representatives with an up-to-date inventory, and tracks the total dollar value invested in each account.

About Barcoding Inc.

Barcoding Inc., the nationally recognized leader in automated data collection, helps businesses and government agencies streamline their operations to optimize supply chain productivity. Barcoding Inc. specializes in offering complete data collection solutions for route accounting, warehouse management, and inventory control. Committed to providing complete solutions, Barcoding's in-house staff, with years of combined experience, performs 100% of the work. Based in Baltimore, Maryland, Barcoding Inc. has sixteen regional offices throughout The United States.

Please visit www.barcoding.com for additional information or contact Jon Stroz at 1.888.860.7226 x121

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