



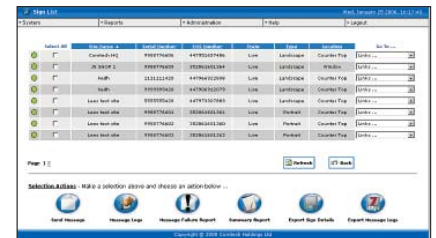
NINTENDO Retail Comms Unit (RCU)

The latest state of the art communication electronics embedded into a retail display which will help drive sales through Nintendo's retail partners. A scrolling message, countdown clock module and colour LCD display has the capability to communicate messages in-store and receive back status at head office using GPRS Mobile Phone technology. All RCUs can be updated simultaneously, or individually in seconds with no store staff involvement.

An LCD screen area in the centre of the RCU enables Nintendo to send a programmable sequence of static images for a new product launch or promotional campaigns direct to store.

FEATURES

- Plug & Play displays which include state of the art GPRS Mobile Phone communications technology
 - plug into a mains power socket and go - no telephone line required !
- Flexible fixing options - behind the counter, window or slat wall
- Updated & controlled from a central Nintendo site, using secure internet based management software with customised reports
- Low cost updates
- Focused on "sound bite" tactical messages to the in store customer
- Dynamic, consistent messaging
- Countdown timer - builds excitement prior to launch and enables stores staff to take pre-orders
- LCD displays give consumers sample screen shots of new games
- Power down/Recovery feature - when unit is switched off it automatically recovers to same status on power up



Secure Internet Management System

BENEFITS

- Increase in sales - encourage customers to pre-order and helps Nintendo and retailers to profile stock requirements more accurately
- Creates additional interest & attention in Nintendo products being sold within the store
- Window display gives customers a reason to come into the stores
- Cost saving compared with conventional POP and posters - no set up, printing or distribution costs associated with current paper based methods
- Update an entire estate of displays in a matter of minutes
- No store staff involvement - Nintendo can control the RCU remotely
- Compliance - ensure all stores have displays switched on and are displaying the same content
- Ideal for tactical marketing or special promotions. React to competitor's actions instantaneously
- Helps educate consumers and also helps focus sales staff on promoting key new products
- RCU can be used to train sales staff in-store
- New product awareness eg new game
- Easy low cost installation
- Power save mode - unit can be switched off and automatically recovers on power up
- Flexibility - send same message to all displays: by region or individually, ideal for test marketing an idea or theme
- Suitable for all retail environments globally and reflects favourably on new innovative gaming

