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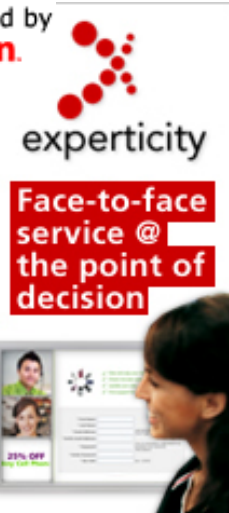
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Roots launches interactive window

• 20 Sep 2007

TORONTO — iGotcha Media, providers of turn-key interactive digital signage solutions, has announced the launch of Toronto's first interactive window display at Roots 100 Bloor St. West, an unofficial celebrity hangout during the 32nd Toronto International Film Festival. Established in 1973, Roots is Canada's leading lifestyle brand. Real World Communications will manage the installation and maintenance of the Roots application.

The Roots interactive window display consists of a 60-inch image projected onto an interactive touch foil affixed to the inside of a window. This advanced foil provides a touchscreen interface and makes the application responsive to touch from the outside. When not in use, promotional video content is displayed.

"We are very pleased to be launching iGotcha's interactive touch screen

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Pioneer of interactive image display for distance learning, multi-location digital presentation and more recently, digital signage.

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at our flagship store," said Michael Budman, Roots co-founder. "As a retailer who is always looking to enhance the in-store experience for all our consumers, we recognize the importance of technology. The majority of our customers are very active online and we believe that they will appreciate this new medium."

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January 13-16th, 2008 | New York | Javits Convention Center. The "Customer Experience Pavilion" will demonstrate how retailers can improve the customer experience and increase sales.

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