



6414 South 1500 East, Suite 210
Salt Lake City, UT 84121
801.838.7600
www.alphabay.com

PRESS RELEASE

FOR IMMEDIATE RELEASE:

January 12, 2011

For More Information:

Jeremy Wilson
Director Product Management
801. 838.7600
jeremy@alphabay.com

Alpha Bay and Aberdeen Group Offer Complimentary Mobile Research Report

Salt Lake City, Utah – Retail systems software and services provider, Alpha Bay Corporation, announced today its sponsorship of the Aberdeen Group research report titled, “Retailers Target POS Mobility for Engagement, Interactivity, and Revenue.”

Retailers are searching for new and improved technology to help them increase sales and dramatically strengthen overall long-term revenue-generating customer relationships. Alpha Bay has shared the vision that real-time, mobile retailing is the next generation technology that will address retailers’ IT needs. Today’s retailers are challenged with how to offer a personalized, unique, and interactive experience for consumers. The Aberdeen research study found that nearly two-thirds (65%) of retailers have identified the mobile POS device as central to this initiative, extending this integrated experience outside of the traditional shopping lane, and on to the selling floor.

Allowing sales clerks to move out from behind POS stations and interact directly with consumers is a powerful step forward, and one that Alpha Bay’s AIRS® enterprise retail system fully supports independent of hardware, operating system or database. However, with smartphones and wireless-enabled tablets taking the lead as the fastest growing segment of computing devices, Alpha Bay believes that visionary retailers who want to build long term customer loyalty will take this mobility and customer-centric focus one step further, by putting the power of Mobile POS directly in the customers’ hands with their own mobile device.

Aberdeen data shows that seventy-six percent (76%) of retailers are embracing employee-operated handheld mobile POS devices, whereas 74% of these organizations are investing in mobile applications

on smart phones, and an additional 63% are looking at the consumer-operated handheld device. Greg Belkin, chief author of the report, and retail point of sale analyst for Aberdeen, explained that, “the need for a more interactive in-store experience is becoming more defined, and retailers are looking toward mobility to deliver this experience.”

Alpha Bay Corporation has spent the past five years developing a leading edge, standards based real-time, mobile retailing system that not only allows sales clerks to use any mobile device for mobile POS, including smartphones and tablets running Apple’s IOS, Android 2.2 or Windows 7 Mobile, but for customers to use their own mobile device from their car, at home, or in the store to complete an m-commerce transaction, securely, efficiently and reliably. With AIRS it is not necessary for retailers to purchase specialized mobile devices for customers to use as they come into their store – instead, customers can use their own smartphone or tablet and login to the store’s enterprise retail system to research products and complete their transaction.

To obtain a full complimentary copy of Aberdeen's report, visit www.alphabay.com.

About Alpha Bay

Alpha Bay is a global technologies and services provider, delivering innovative C3 Customer Centric Computingsm and mobile solutions. The AIRS[®] suite of applications and services gives retailers real-time BI, perpetual inventory, mobile POS, personal kiosks, and is supported through a unique Hybrid ISsm platform that incorporates SaaS/Cloud infrastructure and service. To see how Alpha Bay’s C3 Customer Centric Computing can improve customer satisfaction and loyalty while saving you 50% in IT costs in 12 months. Alpha Bay is a leader in m-commerce solutions for retailers. Call us at 801-838-7600 or visit our website www.alphabay.com.

About Aberdeen Group, a Harte-Hanks Company

Aberdeen provides fact-based research and market intelligence that delivers demonstrable results. Having queried more than 30,000 companies in the past two years, Aberdeen is positioned to educate users to action: driving market awareness, creating demand, enabling sales, and delivering meaningful return-on-investment analysis. As the trusted advisor to the global technology markets, corporations turn to Aberdeen for insights that drive decisions.

As a Harte-Hanks Company, Aberdeen plays a key role of putting content in context for the global direct and targeted marketing company. Aberdeen's analytical and independent view of the "customer optimization" process of Harte-Hanks (Information - Opportunity - Insight - Engagement - Interaction) extends the client value and accentuates the strategic role Harte-Hanks brings to the market. For additional information, visit Aberdeen or call (617) 723-7890, or to learn more about Harte-Hanks, call (800) 456-9748.