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MTI Launches Industry-First Tablet Merchandising Security that Provides Power to All Tablets

Two new products, Freedom Axis™ and Freedom Maxx™, combine mechanical & electronic security and power for all devices up to 21 volts, the first technologies to achieve this balance while providing a full range of motion.

HILLSBORO, OR – September 13, 2011 -- MTI, a worldwide leader in interactive merchandising technologies, today launched the industry's first tablet-merchandising products that provide both security and power to every tablet, eReader and iPad® on the market. The two new technologies, Freedom Axis™ and Freedom Maxx™, also enable full product interaction.

Even as analysts predict tablet sales to grow 235% in 2011, retailers and brands have struggled to securely merchandise these high-value devices. In many cases, tablets are turned off or locked down, hampering the retailers' ability to demonstrate the tablet's capabilities. MTI's patent-pending Freedom Axis™ and Freedom Maxx™ are the first products to directly address these issues.

"The rapid growth of the tablet category has pressured retailers to find cost-effective ways to balance security, power and interaction," said Matt Haroldson, VP of Sales for North America. "Freedom Axis and Freedom Maxx elegantly meet the demands of merchandisers, security experts and shoppers alike."

Freedom Axis™ was designed to securely merchandise tablets in all retail environments, including high-risk areas. The Freedom Axis™ base affixes to any flat or vertical surface and connects to the tablet via a swivel collar that supports unlimited 360-degree spinning interactions. A quick-release security key then allows salespeople to help shoppers experience the tablet's in-hand functionality.

Freedom Maxx™ provides a virtually weightless shopper experience and enables full interactivity. Mountable on any flat surface, Freedom Maxx™ includes mechanical and electronic security along with optional mounting brackets and battery backup. Optional electronic sensor cables provide security for up to two additional SKUs. This allows cross-merchandising for docking stations, printers, wireless keyboards or any number of related accessories via a single unit.

Freedom Axis™ and Freedom Maxx™ are available to order worldwide. MTI's full range of tablet merchandising technologies can be seen at <http://www.mti-interactive.com/Loss-Prevention/Tablets-iPads-and-eReaders>.

About MTI

For 35 years, MTI has developed technology that meets retailers' need to showcase a diverse range of consumer electronics and engage customers while delivering the highest level of merchandising security. Some of the world's most recognized brands and six of the seven largest retailers in the United States utilize MTI's cost-effective yet powerful Loss Prevention and Digital Signage solutions. MTI's retail-hardened products are engineered to last in the most demanding retail environments, reducing retailers' repair and maintenance costs



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and minimizing the total lifetime cost of ownership. With each new innovation, MTI marries retailers' demands with those of the end consumer, letting products and sales become the focus while security and infrastructure operate efficiently in the background. For more information, visit www.mti-interactive.com.

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