



MTI Ships New Adjustable Mobile-Phone Bracket, Fits 98% of All Smartphones

MTI's Shuko MX adjustable bracket provides enhanced physical security for mobile phones, including sliders and flip phones, while reducing the long-term cost to merchandise new devices.

HILLSBORO, OR – May 15, 2012 – MTI, a worldwide leader in interactive merchandising technologies, today began worldwide shipments of a new [adjustable mobile-phone bracket](#) that provides maximum physical security while maintaining full device functionality. Called [Shuko MX](#), the new adjustable bracket reduces the cost of maintaining a display by eliminating the need for device-specific brackets or sensors when merchandising new phones. Shuko MX provides increased security for 98% of all smartphones.

MTI's Shuko MX is the only [adjustable mobile-phone bracket](#) to also secure slider phones and flip phones while maintaining their full open/close functionality. Adjustable in both width and depth, Shuko MX lets retailers and OEMs secure almost all phone models using a single bracket, reducing ongoing costs by enabling easy reuse. Its design also enables every phone in the store to have a bracket and eliminates the wait time to create a custom bracket for new-phone launches.

Unlike other adjustable brackets, [Shuko MX](#) allows a constant physical connection between the merchandised phone and electronic security sensors. This ensures the most robust security possible when used with MTI's [Freedom LP3](#) or [Freedom ONE](#) systems. The constant connection also eliminates the false alarms that plague other loss-prevention systems when using an adjustable bracket.

MTI's [adjustable mobile-phone bracket](#) provides the best shopper experience, with the smallest possible physical dimensions and lightweight construction. The Shuko MX merchandising tools also provide the best store-maintenance experience, enabling installation and remerchandising in a few minutes without fear of damaging the phone by over-tightening.

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 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.