



MTI Unveils the Smallest Top-Mount Security System for Merchandising Consumer Electronics

The first inline security system to provide integrated power and security in a single position, Freedom Micro eliminates false alarms and enables live displays – all above the table.

HILLSBORO, Ore. - Merchandising Technologies Inc., a worldwide leader in interactive merchandising technologies, today announced their latest innovation, Freedom Micro™. Freedom Micro is the smallest and most secure surface mount retail merchandising system available. Its flexibility makes it capable of providing one-to-one integrated security and power for smartphones, tablets and low-powered consumer electronics.

The technology behind Freedom Micro ensures that the device is the focus of the display, creating a consumer shopping experience that is realistic without sacrificing security. Only Freedom Micro offers power, security and alarming in an integrated compact and self-contained system, enabling the display of a single or multiple live devices, depending on the brand strategy. The key to closing real live sales is to display real live products.

“Product innovation and quality is paramount here at MTI and Freedom Micro is the perfect example of that; it is the ultimate no sacrifices product,” said Eric Pitt, MTI Director of Product Development. “MTI has now elevated the expectation level of what a security system can do for an enhanced retail experience and it is currently unmatched in the industry.”

Despite its compact size, Freedom Micro offers unprecedented security. The proprietary TruFeel™ AirTether has the highest rip-out force yet lowest recoil resistance, creating a life-like product demonstration for the customer.

Freedom Micro’s two-minute installation delivers unmatched security, and the Quick Connect Swivel™ ensures the fastest merchandising possible. In addition, self-diagnosing intelligence allows store personnel to easily troubleshoot alerts, allowing them to focus on managing sales, rather than the display.

The durable materials and modular construction of Freedom Micro paired with MTI’s patented swivel technology reduces wear and tear and accelerates the return on investment of a Freedom Micro deployment.

MTI’s Freedom Micro™ solution powers all smartphones and more than 80% of tablets (including all Apple and Samsung devices) on a tabletop or wall-mounted installation.



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 mti-interactive.com.