



## Intava Corporate Background

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March 2000

Founded:	2000
Location:	Bellevue, Washington
Management:	Troy Carroll, CEO; Clay Garrard, CTO
Focus:	Intava designs and manages touch-screen retail displays that transform store environments, deepen brand loyalty and build transactions.
Customers & Partners:	Cellular South, Sprint, AT&T, idX
Website:	<a href="http://www.intava.com">www.intava.com</a>

## Intava Touch-Screen Systems

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Intava designs dynamic touch-screen systems that help shoppers make purchase decisions using product comparisons, 360-degree views, full motion video, detailed specifications, and more. Its sophisticated touch-screen systems bring products to life, integrate into a store environment to promote products and brands, and help customers with selections and purchase that result in higher transactions and sales.

Intava enables dynamic merchandising with touch screens that easily blend into any retail environment or fixture. The company's consulting services help retailers design effective in-store interactive strategies, while its scalable software platform supports one store or thousands worldwide.

## Why Intava?

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Analysts have reported that there will be a 97% increase in kiosk installments from 2006 through 2009, yet traditional kiosks and display systems do not provide detailed and visual product information, opportunities to up-sell or suggest-sell products, or assist customers in purchase selection and decisions.

In retail space, studies show that 75% of all customer purchase decisions happen while consumers are in the store, but less than 5% of all the marketing money is spent there. This is exactly the trend Intava wants to change for retailers. The company blends assisted shopping with brand and product extension in a way that helps drive purchase decisions where they're being made--in the store.

Intava sees a tremendous opportunity to dramatically improve the interface design, ease of use, and overall customer experience in the kiosk and interactive signage markets.

## Contact Intava

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Samantha Steinwinder  
Concept Communications for Intava  
[Samantha@conceptpr.net](mailto:Samantha@conceptpr.net)  
206.760.9809

