

**FOR IMMEDIATE RELEASE**

## **Evolution Robotics Retail Announces Release of LaneHawk Enterprise Manager**

**PASADENA, Calif. – December 15, 2008** – Evolution Robotics Retail, Inc. today announced the release of LaneHawk Enterprise Manager, a software application that manages a distributed set of LaneHawk in-store servers deployed in a retail enterprise.

The LaneHawk Enterprise Manager has four primary roles in managing the LaneHawk solution: Monitoring Status, Changing Configuration Options, Performing Updates, and Creating Reports. Each of these tasks can be performed on a store-by-store basis, across divisions, or even across the entire chain.

LaneHawk status updates retrieve data from the store servers and provide simple views of the state of the LaneHawk server, its connections to camera and POS's, and other information describing LaneHawk's state and performance.

The LaneHawk Enterprise Manager provides a way for those managing the LaneHawk system to edit and deploy changes to the configuration options used at the stores. It also provides a simple tool for pushing out both software and image database (modelset) updates to the stores.

With the data collected from the stores, the LaneHawk Enterprise Manager can prepare a wide variety of reports, including status reports and an analysis of how the system is performing. This performance analysis includes details of which items LaneHawk has detected, and can identify and create a report on potentially fraudulent activity. The reports also provide a measure for current and historical ROI benchmarks.

“The LaneHawk Enterprise Manager provides our customers a streamlined tool for managing the LaneHawk solution deployed in their stores. It provides a convenient and simple-to-use interface for doing the many things that are required to manage this sort of technical solution at the enterprise level — from checking status on thousands of units, to sending out updates, to creating detailed reports. And, all of these tasks can be scheduled and automated so that very little user intervention is required,” said Jim Ostrowski, Vice President, Product Development for Evolution Robotics Retail.

“The LaneHawk Enterprise Manager allows our customers to continue to track and monitor LaneHawk's ROI. Our goal: continue to deliver sub 12 month payback for LaneHawk,” said Alec Hudnut, Chief Executive Officer, Evolution Robotics Retail.



## **About Evolution Robotics Retail, Inc.**

Evolution Robotics Retail, Inc. is based in Pasadena, CA, and develops intelligent products and solutions for the retail industry based on ViPR<sup>®</sup>, its visual pattern recognition technology. The company's flagship product is LaneHawk<sup>™</sup>, a Visual Scanner for preventing Bottom-of-the-Basket (BOB) loss. ViPR, the technology behind LaneHawk, is installed in over 2 million machines worldwide. Evolution Robotics Retail is an operating company of Idealab, a creator and operator of technology businesses. ([www.evoretail.com](http://www.evoretail.com))

### **Press Contact:**

Colleen Lindsey  
Evolution Robotics Retail  
626-685-4910  
[colleen@evoretail.com](mailto:colleen@evoretail.com)