



Romagnano Sesia, January 14, 2008

The managers of H&S Custom S.r.l. (HSC – www.hscustom.it) and C System S.r.l. (www.csystem.it) are proud to announce their participation to CeBIT 2008, the most important ITC tradeshow in Europe and in the World. HSC and C System will be present from 4th to 9th march at the Italian Pavilion, Hall 9 – Stand B2, where they will show an innovative concept for the Point of Sale, based on RFID, Wireless and IT technology. HSC is a pioneer in the application of RFID in Italian retail, where, since 2006, it launched the first contactless loyalty card used in a chain of more than 100 optician stores, for which recently also developed the first RFID Smart Store pilot in a mall of Bologna. Together with C System, partner in StoreIsopen.org, HSC presents an innovative video security system that can be used to monitor activities in store, warehouses, and all the other places where monitoring and retrieving security information is an issue.

HSC will be present at the CeBIT Future park, the hub of the innovators, that this year is launching the slogan "Future is Knowledge" to which HSC answer with its own "Simplify the next coming future" declaring its aim to simplify what today is complex, from the business and from the technology side.

In the concept presented at CeBIT, HSC is going to show a RFID Smart Display able to detect eyeglasses movements for logistic and anti-theft purposes and a RFID Smart Mirror that the shopper can interrogate, obtaining information about the glasses and their prices. All this is part of HSCStorePoint, that includes several innovative solutions for the retail, as multi-vendor / multi service contactless loyalty card, real-time RFID inventory system for the front and back office, amazing in-store information systems and CRM features to excite the consumer and capture an unprecedented level of information on the store activities .

HSC give concrete answers to the growing request to high-value goods retailer for a new concept of store, where the customer find new buying emotions, interacting with reactive systems and people. But interaction must be simple and quick, therefore we use proximity and vicinity sensor to detect goods tagged with radiofrequency in a seamless interaction with the related information content displayed on multimedia players.

HSC and C System listen to customer ideas, helping to transform them in real solutions, participating to all the project phases, from the "concept", to prototyping, technology selection and RFID tag/antenna design till the deployment of the system, providing a



single face to customer. HSC, through consolidated partnership with several company, can lead all the level of a complex supply chain that involve all the players, from tag, electronic and mechanic design, RFID, Wireless vendors, to store designers offering the customer prime contracting and system integration.

At CeBIT HSC and C System are looking for new chances to expand their references in the more advanced and innovative markets, offering experience, creativity and ability to execute.

About HSC

Since 2003 HSC (www.hscustom.it) is providing comprehensive "Turn key" RFID and Wireless solutions for the identification and management of goods and people and for the collection and communication of the information from the point where it is originated to the systems that use it. HSC founders developed more than ten years of experience in consulting, development and deployment of ERP and Supply Chain Management Systems, working together in medium and large international manufacturing and distribution groups. Today, HSC electronic engineers combine the skill in the radiofrequency technologies to consulting and IT experience to provide to the market a unique portfolio of competences. HSC serve different clients in retail, textile, distribution, manufacturing and services.

H&S Custom S.r.l. – Romagnano S. – No – Italy
Tel: +39 0163 818038 - Fax: +39 0163 818149
www.hscustom.it info@hscustom.it

CeBIT 2008 – Italian Pavilion - Hall 9 - Stand B2

Marketing referent : Renzo Ottina – Partner
renzo.ottina@hscustom.com mob.: +39 335 7093616

About C System

From over twenty years, C System (www.csystem.it) offers IT consultancy services in the project and the development of software and hardware systems with special attention to the process management and to the e-business using object-oriented technologies. Currently, the Core business is concentrated on web developments and their integrations with the legacy applications, on the planning and customization of instruments of groupware, workflow, document management and business data sharing. Taking advantage of acquired knowledge and using new technologies, C System has built, during the last few years, Web applications for the management of ERP/CRM systems responding to little, medium and big enterprises requirements. C System guarantees to the Customer total consultancy offering a wide range of development services and IT consultancy.

C System S.r.l – Strambino –Ivrea -TO - Italy
Tel.+39 0125 637167- Fax. +39 0125 637101
www.csystem.it marketing@csystem.it