Using the Recast System to Capture Sales Data

The Recast System is an ideal platform to capture sales data. Data can be captured at the Point of sale from two sources. A product barcode can be scanned and the scan data can be captured prior to going into the Point of Sale computer, and/or the line item data (generally the product description, quantity and price) from the receipt can be captured prior to the information going to the printer.

As the Recast unit can also deliver promotions based on purchasing rules and loyalty the system can also capture which promotions are delivered within a transaction.

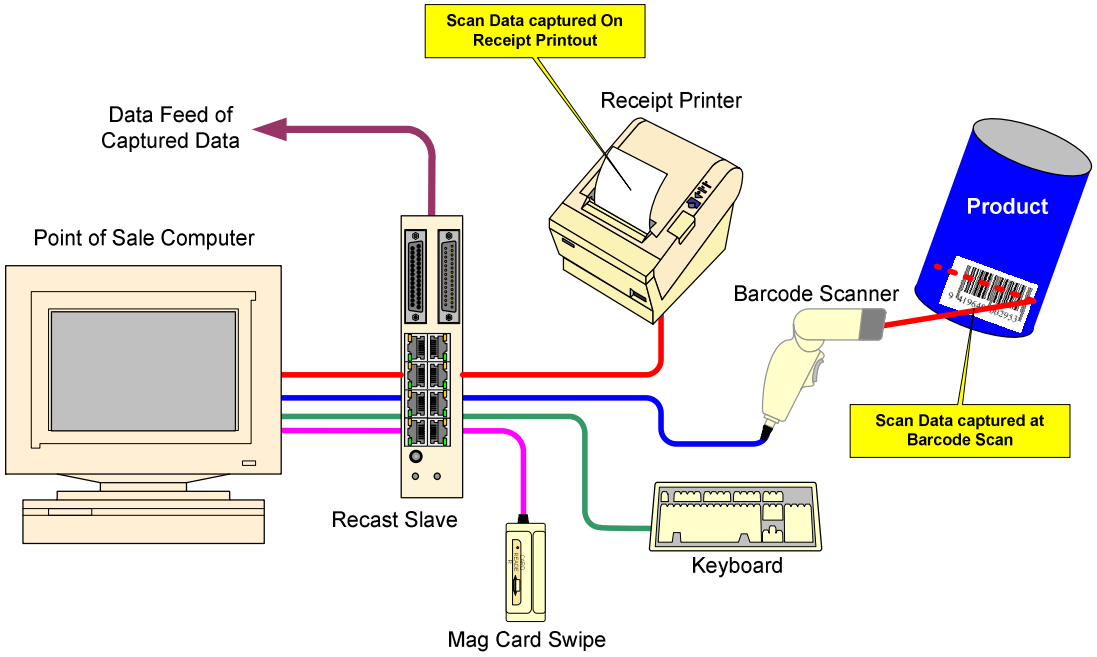


Figure 1 - Typical Recast Integration at Point of Sale

There is no problem interfacing to virtually any Point of Sale system as the Recast system does not integrate with the Point of sale but sits between the Point of Sale computer and the peripheral units that are connected. Data can be captured in other devices as well allowing mag card data to be captured that could identify a customer via a loyalty card, keyboard entry and additionally virtually any peripheral can have its data captured.

One distinct advantage of the Recast System is the ability to collect and consolidate data from different Points of Sale, across different retail chains,

potentially across different countries, into a single common database in a single repository for analysis.

What data is captured, and the format of the captured data can be configured via the online web interface. Once configured these instructions can then be updated to the applicable stores.

Upon capturing the data, it is then forwarded to the Recast Site Controller, of which there is one per site. The site controller can handle as many Recast Slave Units (Points of Sale) as required. The site controller can then optionally encrypt the data for forwarding on to the Recast Gateway. Communications between the Slave unit and the Site controller unit can be via a proprietary RS-485 network or via standard Ethernet LAN type connection.

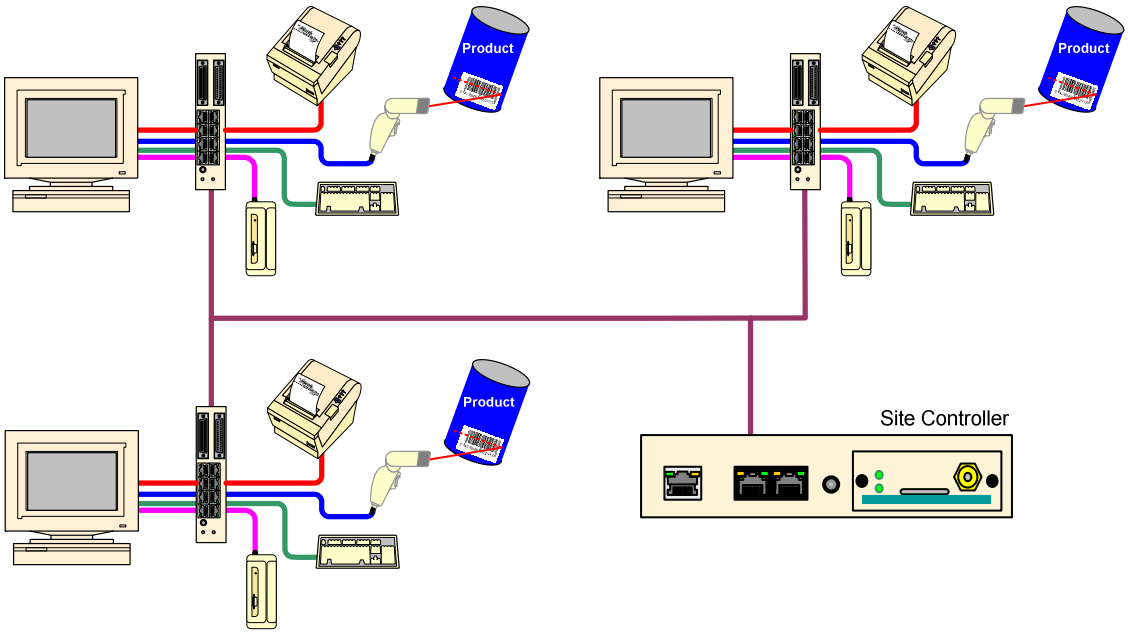


Figure 2 -Typical Recast Integration within Store

The Site controller then forwards the data via the internet to the Recast gateway Server that then distributes the information to the required back end database server. The link to the internet from each store can be via an onsite high speed internet link. This link can be a Frame Relay, ADSL or any Ethernet over LAN type connection using the standard TCP/IP internet protocol. An alternative that is very simple to set up and is independent of any on-site existing connection to use the GPRS service offered by the GSM carriers. Within the Recast Site Controller is a small GSM module that allows direct connection to the internet using the GPRS service. This service is offered in most areas and is probably the simplest connection to use.

At the back end, connected to the internet is a series of servers, the central server that acts as the junction point between all the Stores and the various online servers is called the Recast Gateway Server. Currently we have Gateway Servers set up in Australia, New Zealand, Taiwan, and South Africa. The gateway servers are a switching and monitoring point for the data traffic

coming from and going to the in-store site controllers. The data can also flow from the Gateway Server to any specified server. In the Sales Data Capturing application the sales data can be supplied real time to your specific server that is attached to the internet, or it can be stored and forwarded to your server on a regular basis. This decision will be a function of how your system operates.

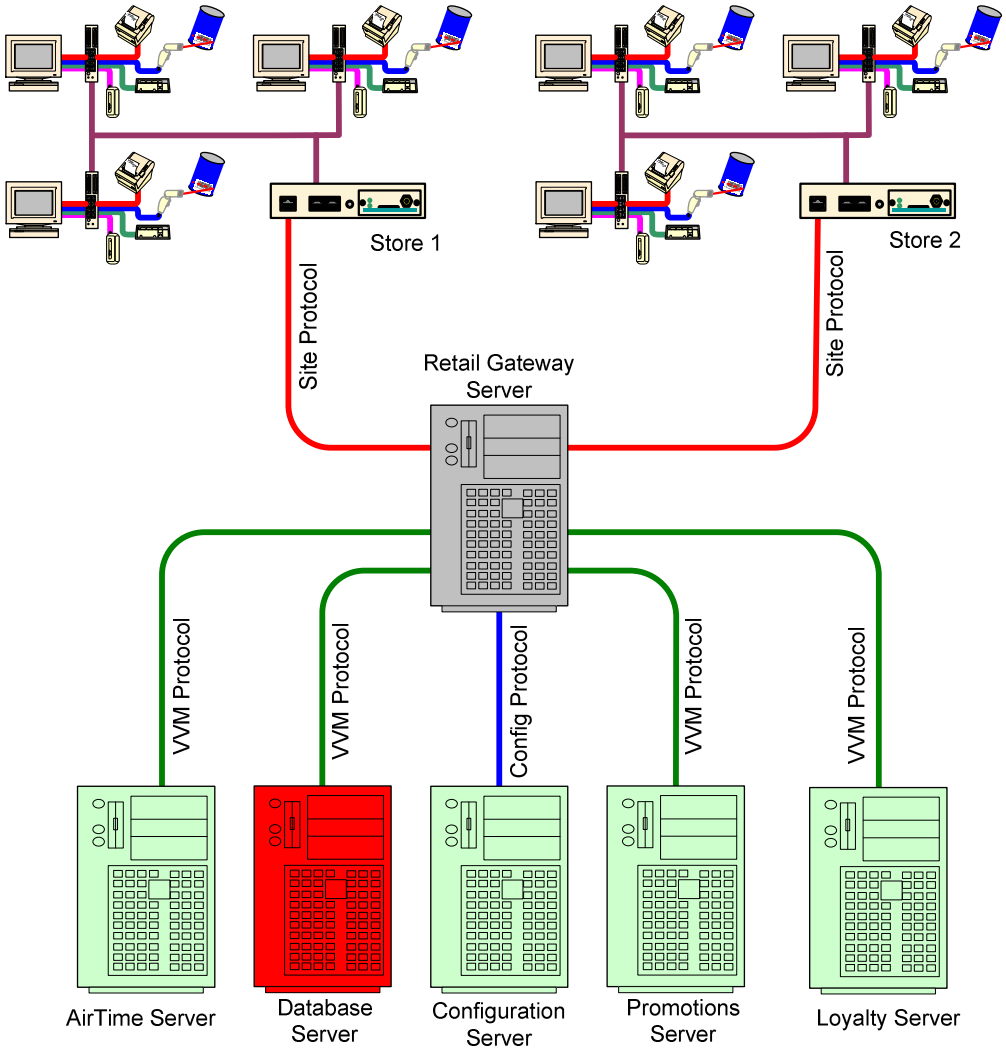


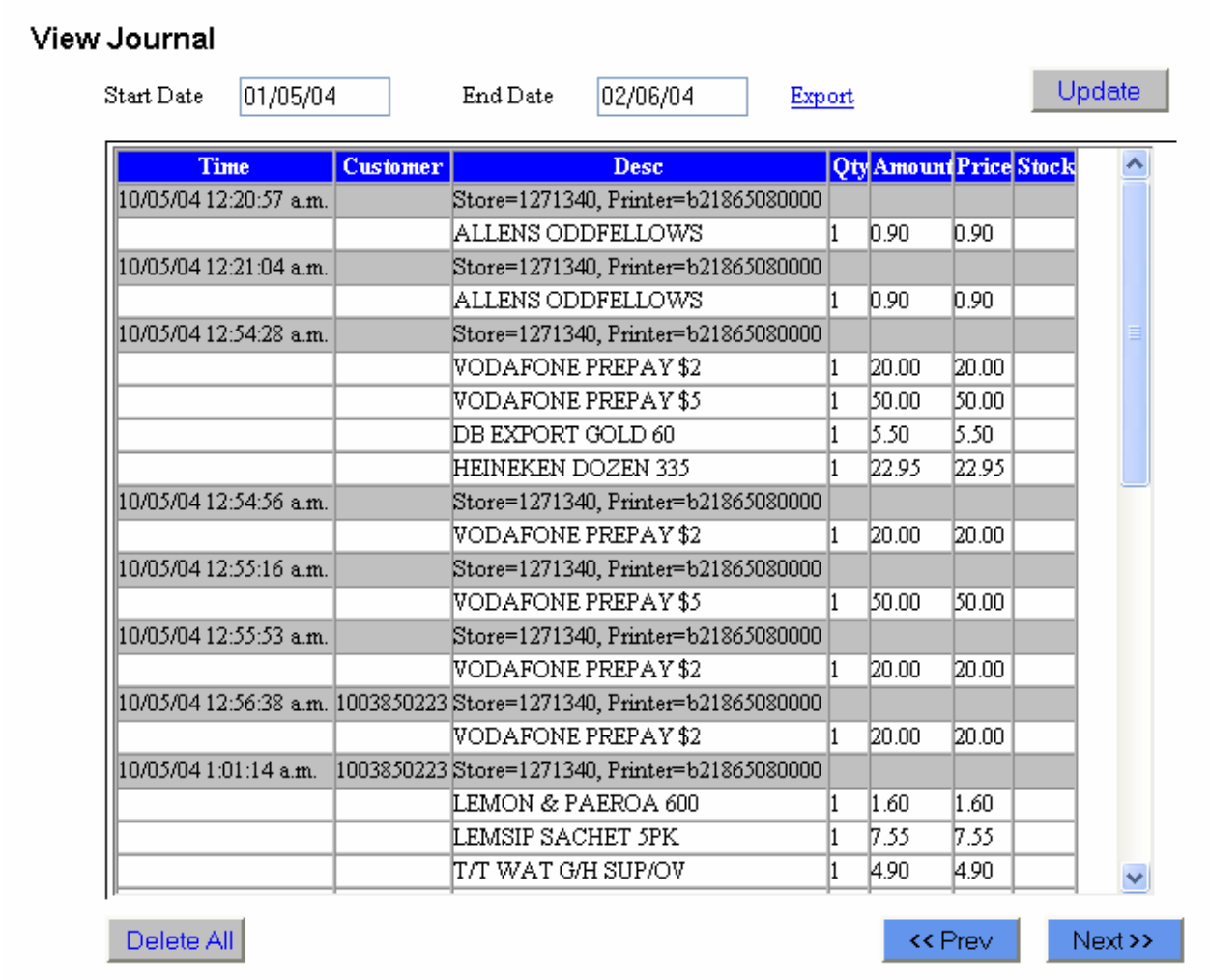
Figure 3 - Typical System Architecture

The Recast Gateway Server can accommodate many stores spread across many retail chains. The data captured from all stores can be consolidated into a single database. The data fields that can be captured could include:

- Store Name
- Store ID
- Cashier
- POS Lane (if identified on Receipt)
- Date/Time

- Customer Number (if a loyalty or affiliation card is swiped)
- Number of Items
- Total Transaction Value
- Payment Method
- Barcodes of Products Sold
- Line Item Descriptions
- Promotions Printed

The protocol that is used between the Recast Gateway and the Back-End Database server is proprietary and based on Microsoft's SOAP protocol. Test servers can be made available for development of the interface at the Database server.



Time	Customer	Desc	Qty	Amount	Price	Stock
10/05/04 12:20:57 a.m.		Store=1271340, Printer=b21865080000				
		ALLENS ODDFELLOWS	1	0.90	0.90	
10/05/04 12:21:04 a.m.		Store=1271340, Printer=b21865080000				
		ALLENS ODDFELLOWS	1	0.90	0.90	
10/05/04 12:54:28 a.m.		Store=1271340, Printer=b21865080000				
		VODAFONE PREPAY $2	1	20.00	20.00	
		VODAFONE PREPAY $5	1	50.00	50.00	
		DB EXPORT GOLD 60	1	5.50	5.50	
		HEINEKEN DOZEN 335	1	22.95	22.95	
10/05/04 12:54:56 a.m.		Store=1271340, Printer=b21865080000				
		VODAFONE PREPAY $2	1	20.00	20.00	
10/05/04 12:55:16 a.m.		Store=1271340, Printer=b21865080000				
		VODAFONE PREPAY $5	1	50.00	50.00	
10/05/04 12:55:53 a.m.		Store=1271340, Printer=b21865080000				
		VODAFONE PREPAY $2	1	20.00	20.00	
10/05/04 12:56:38 a.m.	1003850223	Store=1271340, Printer=b21865080000				
		VODAFONE PREPAY $2	1	20.00	20.00	
10/05/04 1:01:14 a.m.	1003850223	Store=1271340, Printer=b21865080000				
		LEMON & PAEROA 600	1	1.60	1.60	
		LEMSIP SACHET 5PK	1	7.55	7.55	
		T/T WAT G/H SUP/OV	1	4.90	4.90	

Figure 4 - Example of Database Query of Captured Data