

For Immediate Release



Associate Alerting Platform (AAP) by Tally Retail Asset Protection Highlighted at Recent LPRC Conference

Associate Alerting Platform, the future of in-store retail technology, examined

Gainesville, Florida – December 8, 2015 – Tally Retail Asset Protection, a technology design and product development firm, today announced its TRAPLINE suite of retail technologies and solutions beginning with TRAPLINE Shelf, an electronic retail shelf and fixture solution that instantly alerts in-store personnel to any operational or suspicious loss prevention activity as it occurs at the shelf. The LPRC conducted a study to assess and record the reactions of shoplifters to this new platform. The results were presented at the most recent LPRC Impact Conference held at The University of Florida.

“Retailers have long struggled to leverage their most valuable existing resource, in-store personnel and sales associates to address shrinkage and operational issues. Study after study demonstrates that the most effective and lowest cost loss prevention tool is an aware and engaged store associate. Over the years we have seen just how difficult it can be to engage sales associates and merchandisers in loss prevention activities. TRAPLINE can make this possible with instant in-store announcing, text, e-mail and video clip up-loads sent to designated personnel,” said Sean Ryan, Tally’s Customer Acquisition Director.

"The results of the initial offender interviews for Tally's TRAPLINE shelf were positive, receiving the highest scores for 'Get It' and 'Fear It.' We look forward to additional testing and research as the TRAPLINE shelf is deployed by more retailers in the coming months," stated Dr. Read Hayes, Director, Loss Prevention Research Council. "It has long been known that associate interaction is one of the best deterrents to theft. The TRAP's unique ability to alert store personnel in real time while potential theft activity is occurring at the shelf is worth additional research and consideration"

“The future of in store retail technology will leverage the ever increasing availability of low cost sensors and communications technology with information available through a single point platform,” said Trey Ryan, Lead Technologist at Tally. “Using the most modern technologies to augment and integrate with existing retail fixtures and systems will help unite the three pillars of merchandising, operations and loss prevention on a common operational and loss prevention information portal. Guiding retailers and their associates through this process is our passion and drives us everyday.”

Study Excerpts:

“Offenders seemed particularly deterred by the interventions once they learned that they involved an associate’s engagement. They were perceived as complicated, unpredictable and difficult to defeat interventions. Overall, associate interventions are considered to be an effective crime prevention technology.”

-More-

Below are some offender comments regarding its effectiveness:

- This looks complicated, complex
- This is a really good idea
- I wouldn't go anywhere near this thing
- Anyone with any sense would be deterred by this
- This is smart because I had no idea it was here. You'd have caught me.

\*For a free copy of the entire LPRC Research visit <http://tally.solutions>

About the Loss Prevention Research Council:

The Loss Prevention Research Council (LPRC) uses fact-based research to develop crime and loss control solutions that improve the performance of its members and the industry. The LPRC was founded in 2001 by leading retailers including Target, Wal-Mart, OfficeMax, CVS, The Home Depot, Barnes and Noble and others in an effort to support the fact-based needs of the Loss Prevention industry. To date, the LPRC has conducted over 40 real-world loss prevention research projects for retailers and partners. The scope of these projects includes but is not limited to:

- Providing data and testimony for legislation and legal claims
- Beta testing and refining innovative loss prevention technologies
- Developing statistical models to assist retailers in attacking shrinkage
- Comprehensive product packaging, fixture and store design research
- Researching employee dishonesty and shoplifter dynamics

About Tally Retail Asset Protection

Tally Retail Asset Protection provides solutions for retailers' most pressing issues specializing in innovative sensing and communications technologies that reduce shrink, improve stock availability and seamlessly engage store personnel in crucial operational activities. Tally's founders have more than 50 years of technology development, sales, and marketing experience in the loss prevention and security industries. Its current TRAPLINE brand of products and solutions range from TRAPLINE Shelves and Fixtures, Associate Alerting Platform AAP, Digital Device Protection DDP to deter data beaches and Integrated Smart CCTV Monitors.

For more information on Tally Retail Asset Protection, visit <http://tally.solutions> or contact Sean Ryan at [sean.ryan@tally.solutions](mailto:sean.ryan@tally.solutions)

###

