



NG CONNECT PROGRAM MEMBER VISIONMAX SOLUTIONS COLLABORATES ON INNOVATIVE “VIRTUAL PERSONAL STYLIST” SOLUTION CONCEPT

Working with *ELLE* and Alcatel-Lucent, VisionMAX brings together integrated software and cloud-based computing solutions to create a new retail and online shopping experience

Las Vegas, CES 2011 Booth #35469 - January 5, 2011 — VisionMAX Solutions today announced its participation in a new [ng Connect Program](#) solution concept, the Virtual Personal Stylist, at CES 2011 in Las Vegas. The Virtual Personal Stylist concept showcases an enriched retail experience made possible by innovative 3D telepresence, video conferencing, cloud computing and ultra-high bandwidth connectivity. VisionMAX, an ng Connect Program member, led the integration of the scanning, avatar creation, in-store display, and online shopping technologies demonstrated in the Virtual Personal Stylist.

Through the auspices of HFMUS' *ELLE*, the world's #1 fashion brand, beauty industry global leader *L'Oreal USA* and upscale retail icon *Bloomingdale's* contributed cosmetics and skincare products, and the *AQUA* apparel line used in the Virtual Personal Stylist solution concept. *ELLE* led the content, providing the models upon which the avatars at CES are based, as well as the editors featured in the demonstration.

“VisionMAX is pleased to be the systems integrator and web application developer for the ng Connect Virtual Personal Stylist exhibit. Retail transformation is truly here with the ability to shop anytime and anywhere with your own personal avatar and personalized fashion advice from the most trusted names in clothing and fashion,” said David McDougall, CEO, VisionMAX. “VisionMAX retail solutions include complete point of sale, Kiosk, Interactive TV, Mobile, E-Commerce, and back office management solutions. The addition of the Virtual Personal Stylist will span all media and change how retailers can market and stay relevant to their customers across all platforms in and out of the store.”

The Virtual Personal Stylist experience illustrates how consumers can shop online and in-store with enhanced convenience and effectiveness. The shopper first creates an avatar based on their specific measurements captured in a fast in-store scanning

process. Their avatar is stored in the cloud and can be accessed anywhere in-store, via mobile device or online by the consumer to try on clothes or test beauty products virtually.

A highly convenient and effective shopping experience can now be delivered through the Virtual Personal Stylist based on accurate size prediction, greater style and color selection, and expert personal-shopper advice -- without having to physically try on clothes or beauty products before buying. It allows shoppers to see how an outfit will look on their own body via the avatars and feel confident that the size selected will fit when the outfit is purchased or delivered.

Retailers, product manufacturers and network operators can take advantage of the Virtual Personal Stylist to develop new business models based on purchase history. This gives them a new tool to market to their customers more intimately and accurately. Imagine a customer getting an opt-in e-circular with them as the feature model in all of the latest Spring fashions. VisionEngine, VisionMAX's application development platform, can perform rapid linking to national retailers through the feature-rich application cloud, allowing the system to work with even the most sophisticated retail systems environments.

ng Connect Program members Alcatel-Lucent, Hachette Filipacchi Media U.S. (HFMUS), Samsung, TelePresence Tech, [TC]², Vidyo and VisionMAX collaborated to create the Virtual Personal Stylist. The ng Connect Program is the multi-industry initiative driving the development of next generation broadband services based on Long Term Evolution (LTE) and other enabling technologies.

The Virtual Personal Stylist will make its debut at the Consumer Electronics Show (CES) taking place January 6-9, 2011 in Las Vegas, NV in the Alcatel-Lucent Booth #35469 located on the second floor of the South Hall.

About VisionMAX

VisionMAX is a custom software development and systems integration company. The VisionEngine application development platform allows VisionMAX to integrate to multiple back-end systems, quickly create new functionality, then deliver interactive information to users through multiple channels (PC, mobile, iTV, kiosk, voice IVR and POS). Mass-customization of VisionEngine software frameworks (Retail and Media) allow VisionMAX to deliver new applications to customers quickly and cost-effectively.

With our head office in the Toronto area and sales offices in the U.S., VisionMAX works with leading brands across North America, Caribbean, Central/South America and APAC. For more information, please visit www.visionmax.com.

About the ng Connect Program

The ng Connect Program is a multi-industry organization committed to the development and rapid deployment of the next generation of broadband services based on Long Term Evolution (LTE) and other ultra high bandwidth technologies. Founded in 2009, the ng Connect Program is supported by leading network, consumer electronics, application and content providers including 4DK, Alcatel-Lucent, Atlantic Records, BlogRadio, Brass Monkey, BUZZMEDIA, chumby, Connect2Media, CoolSign, Creative Technology Ltd., Desktone, Ecrio, Inc., EON Reality, FISHLABS, GameStreamer, Inc., Gemalto, Genetec, HFMUS, HP, IMS, Infrared5, Intamac Systems Ltd., IVOX, K12, Inc., Kabillion, Kyocera Communications Inc., LearningMate, LiveCast, MediaTile, mental images, Mobideo, Movial, NCR Corporation, Netsweeper, Neusoft Corporation, Nuance Communications, Optical Crime Prevention, Inc., QNX, R360, RebelVox LLC., Samsung, SIGNEXX, Skymeter Corporation, STRATACACHE, [TC]², TelePresence Tech, Total Immersion, Toyota Motor Sales USA, Inc., TuneWiki, V-Gate, Vidyo, Visionmax Solutions Inc., Wcities.com, and Words & Numbers. For more information on the ng Connect Program, please visit: www.ngconnect.org. Follow us on Twitter at: <http://twitter.com/ngConnect>.

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