

## Visual Ice™ Opens Freezer Doors to Marketing Potential



Using the latest nano-technology, Visual Ice's patented process means that most branding or advertising can be temporarily embedded into the majority of freezer and fridge doors, turning each into a reactive –and interactive- billboard! The "reactive" nature of a Visual Ice™ promotion means that each time a door is opened, the embedded promotion will magically appear as a frosted, or "ghost" image, coming to life within seconds and remaining visible for up to 2 minutes thereafter, before returning the door to its "clear" state, ensuring shoppers will see through to their product choices, while remaining 100% compliant!

Safe, quick to install, change or remove, and easily maintained, a Visual Ice™ application will not wipe-off with conventional cleaning, which goes a long way in assuring your brand will get plenty of "play" during promotions. And with its undeniably unique "wow factor", you'll see Visual Ice™ promotions push impulse buys to new levels!

Visit [www.visualiceinc.com](http://www.visualiceinc.com) for more about Visual Ice™

## Take control of your business



*with a system that grows as you do.*

*Trust Worldsmart to deliver a powerful, intuitive POS that can grow with your business, offering additional features and enhancements that truly enhance your bottom line.*

### latest enhancements include:

- Enhanced Product Hierarchy settings that will allow you to create lead in specials by passing a percentage of the saving to the customer.
- Enhanced Debtor Statements within Customer Manager which amongst other things will allow you to add the store logo.
- 'Live' debtor balances at the POS.
- The ability to process an E-Pay host file from the Group Controller.
- Grocery Manager is now compatible with Microsoft Vista.
- An enhanced Cashier Manager to assist with cash balancing and end of day.
- Online lookup of Frequent Customer points at the POS.
- An interface to the Geovision T-DVR.
- Generation of Offer Talkers within Grocery Manager.

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