

TESCO & (Memory Plus) M+ Make Digital Photography Easy & Treble Rollout for Digital Film

Submitted by: Blue Click PR Limited

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- Don't get caught short
- Buy digital memory with weekly groceries

16th December 2003, Swindon – Amplio Technology Group Ltd. are delighted to announce that following a highly successful pilot programme in TESCO Extra stores, TESCO have decided to rollout the Memory Plus M+ digital memory product range to a total of 20 stores before Christmas 2003. This trebles the planned rollout from an initial 5 hypermarket style stores earmarked for the new point of purchase units, and puts the rollout significantly ahead of schedule.

Infotrends* has forecast sales of 53 million digital cameras globally in 2004. They anticipate 15% growth year on year until 2008. Last Christmas digital cameras ranked second after mobile phones as gifts in terms of retail sales by volume.

A contributory factor in Amplios' success with Tesco has been the consumer friendly packaging, indicating the number of images as well as capacity in megabytes. This allows the user to buy in the same way as traditional film with the added benefit of being able to re-use the card (after storing images to be saved).

Amplio Technology Group Ltd, owners of the Memory Plus M+ brand, talked to people in the industry and qualified the customer needs. Their user-friendly and simple idea demonstrates that they really understand the market. The packaging carries a helpful conversion table showing the number of images roughly equivalent to a specified amount of computer memory when using a 1,2 or 4 megapixel camera.

This approach has enabled Amplio to partner with Tesco, the UK's largest retailer. Tesco Buyer, Penny Hilton says 'Highlighting the number of images on a card is very useful to our customers and gives them buying confidence in new digital camera technology. Tesco is always keen to make the whole shopping experience as painless and convenient as possible.'

Amplio Technology Group's Director, Dave Flack comments 'Amplio is very excited to partner with Tesco in this growing market sector. Our products are tried, tested and reliable and in terms of distribution pre-Christmas, the timing is perfect.'

The Point of Purchase display units go into locking glass cabinets beneath the display of digital cameras

on the Electronics Counter in store. The range includes compact flash , smart media, multi media card, secure digital, XD picture card, and memory stick and a multi-format card reader. Finally, Amplio has partnered with Uniross to supply a pack of rechargeable batteries to keep down the cost of running digital cameras, which are notorious for their capacity to use up batteries very quickly.

The rollout involves a set of information leaflets for the general public entitled 'Don't Get Caught Short' explaining the products, the technology and helping them select the right flashcard for their camera. A training manual for Tesco staff helps determine which card is compatible with the customer's camera and their chosen application.

AVAILABILITY

The new Memory Plus M+ product range will be available pre-Christmas at Tesco Extra stores in Batley, Dundee, Lakeside, Leicester Hamilton, Llanelli, Newbury, New Oscott, Northampton, Perth, Poole, Totton, Prescot, Redditch, Stevenage, Stockton, Sunbury, Swansea, Talbot Green, Warrington.

A smaller range of products is available in another 43 stores. Information about local availability can be found on this website; <http://memoryplus.co.uk/retail>

Relationship with Tesco

Amplio Technology Group's association with Tesco began in April 2001 with a preliminary pilot scheme selling flashcard products through 11 Tesco stores. The product lines were rolled out to 60 selected larger stores in December 2002. Throughout this summer, Tesco's merchandising team have worked closely with Amplio to develop the packaging and point of sale materials for the new digital and flashcard memory range.

-ENDS-

Weblinks

<http://www.memoryplus.co.uk/Retail/index.htm> Memory Plus product range

www.ampliotech.co.uk Amplio Technology Group Ltd.

www.infotrends-rgi.com

For further details, jpegs & interviews

(Including picture in Newbury store of electrical desk)

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MARKET INFO

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Company Information

Amplio

Formed in January 2002, Amplio is best known for the Memory Plus brand established 1989. Amplio is focused on the sourcing of new technology through long standing supplier relationships and the ability to deliver the technology to market.