

**GROCER'S VOICE**



The neighborhood grocery store has changed – price drives choice. Heightened awareness of in-store specials makes the Digital Associate a valuable new sales tool for grocery retailers – Imagine the in-store cross-promotion possibilities when shoppers are made aware of specials and can print on the spot coupons that can be amended daily, or even hourly! Quite simply, it's control central for any type of audio visual retail sales message. The Digital Associate is a solid state device with no moving parts who's brain is a 32-bit processor, meaning that it's free of all problems

associated with other computer-based solutions. You can download your information quickly and easily in any format and play back on any type of display (plasma screen, TV, stereo speakers etc). The outer case is optional as well- several clients have installed the Digital Associate technology into custom fixtures. Its versatility is amazing when you consider how simple it is to use for you and your customer. With the majority of decisions made at point-of-purchase, we can't help but be excited about the potential the Digital Associate offers grocery retailers.



Digital Associate™

**Audio Video Interactive Inc.** 8541 East Anderson Drive, Suite 107  
Scottsdale, Arizona 85260 USA tel- 480.889.3233 fax-480.889.3236

[thedigitalassociate.com](http://thedigitalassociate.com)