



DIGI News Bulletin

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- DIGI consistently releases various new products
- Sales breakthrough to Wal-Mart in China
- DP-90 supports Safeway's new business expansions
- DIGI modernizing Greek open markets
- Essae-Teraoka crossed the sales mark of the 100,000th machine in India
- DIGI-the most reliable partner for global food retailers
- DIGI in Russia, dynamically launched by Service Plus
- Takashi Katayama, a new Director of Teraoka Tokyo

New
Products

DIGI has consistently released new concept products for a wide range of markets: Wrapper, Service Scale Printer, Hanging Scale and Bar Code Label Printer.

AW-3600CPR, In-line integrated weigh/wrap/label system

This fully automatic system fits easily into the production line and streamlines the packaging operation.

- Wrapping for a wide range of tray sizes:
Max. 380mm in width, 260mm in depth and 150mm in height
- Wrapping speed: Max. 30 packs/min.

The AW-3600CPR made its debut at the exhibition IFFA (Frankfurt, Germany) in May. The new wrapper was evaluated even higher than expected, due to the design of the integrated In-line weigh/wrap/label system. The AW-3600CPR also demonstrated the features of traceability and case labelling demanded in the markets, with the system configuration that includes a connection with the new bar code labeler, GP-4000C.

Since the debut at the IFFA, the AW-3600CPR has been successfully marketed. Here are some sales reports from Europe - Portugal, Czech Republic, Poland and Sweden.



AW-3600CPR

In-line integrated weigh/wrap/label system



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AW-3600CPR, In-line integrated weigh/wrap/label system



New Products
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DIGI

Reported from Portugal

Worldwide sales for the AW-3600CPR were kicked off in Portugal in July, and two units were installed at a poultry factory,

located in Lisbon. Lindolfo Silva, Sales Manger of MAINAL-MAQUINAS PARA AINDUSTRIA ALIMENTAR, LDA, DIGI distributor

in Portugal, has confidence for future sales as a result of the smooth start-up at the first installation.



Reported from Sweden

The AW-3600CPR was installed at "Willys", a discount shop chain of Axfood, recently opened in the Malmore area, in northern Sweden. "This marks the sales breakthrough of DIGI wrappers", Leif

Englof, Product Manager of ANTONSON GRUPPEN AB proudly said. He continues to explain, "This order is owed to Thore Nilsson, our Sales Manager who gave the customer the strong confidence in our

company and DIGI products. "The AW-3600CPR is installed in the meat packaging department of the store, where there is a high production of family packs."



Reported from Czech Republic



President Kazuharu Teraoka (2nd from right) visits Jindrich Platzer (right), Technical Director of Xaverov holding, a.s., together with Yuval Kaz (left), Managing Director of Novum spol. s r.o., Vaclav Svejda (2nd from left), Manging Director of Novum Industry s.r.o.

Vaclav Svejda, Managing Director of Novum Industry s.r.o. reported about their first order.

"Two units of AW-3600CPR's are installed at XAVEROV HOLDING, CHICKEN PLANT LIBUS, who are processing 30,000kg of portioned chickens (wings, legs

and etc.). Each AW-3600CPR produces daily 8,000 to 10,000 packs on the various sizes of trays and works 50 hours a week. The customer is satisfied with the smooth operation. The most important feature of the new DIGI wrapper is the In-line design, which is practical in the factory production field. Another important reason that XAVEROV HOLDING selected DIGI again is their good experience with Novum Industry's service, as we are providing good service support for DIGI products previously installed."



Novum Industry s.r.o., which is a group company of Novum spol. s r.o., is marketing DIGI industrial products, including the wrappers.



Reported from Poland

Mariusz Jamro, Vice President of Yakudo Plus Sp. z o.o., received an order for the AW-3600CPR wrapper from IMEX Brzesko, a poultry wholesaler where they tested the machine. IMEX Brzesko, a DIGI customer using the SM-80SX, has kept the DIGI Wrapper in mind for installation since they visited the DIGI booth

and saw the DIGI line of wrappers at Polagra 2000. After their worldwide debut sale of the W-3600CPR last December, Yakudo once again successfully launched the new wrapper AW-3600CPR.



Marek Kuryatto (front left), President of Yakudo, Mariusz Jamro (2nd from front right) welcome President Kazuharu Teraoka (2nd from front left) and Hiroyuki Nakazato (front right), together with Yakudo staff, at their office.



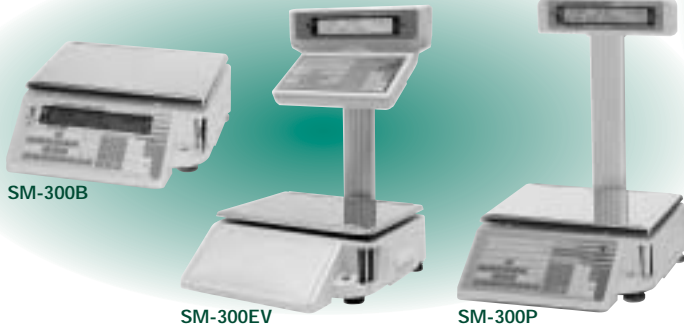
SM-500 Series and SM-300 Series, Service scale printers

New Products
 DIGI

SM-500 Series streamlines sales transactions.

Good appearance, advanced information technology for dynamic host communication and RF wireless network, and great selection of variation models are listed as outstanding features of DIGI's new service scale printer.

SM-300 Series simplifies operation and advances sales promotion.



Reported from Hong Kong

The SM-500 series, was initially launched in the Asian countries and made its debut in Hong Kong last December.

Lily Teo, from Teraoka Weigh-System Pte. Ltd (Sales & Marketing Dept.), reported about the debut of the SM-500: "20 units of SM-500DP's were installed at Park 'N Shop at its newest store in Hong Kong's renowned Pacific Place. The store features a unique shopping experience in Hong Kong and uses the most modern equipment. The SM-500DP was chosen for its unique design and

user friendly features. "Being at the forefront of the retail industry in Hong Kong, Park 'N Shop consistently procures the best and the latest equipment and expects impeccable after-sales support from its suppliers. Park 'N Shop uses other DIGI service scale printers such as the SM-80SX series and SM-90 series. "DIGI owes its success in penetrating Park 'N Shop, a loyal customer of another big brand for many years, to Union Cash Register (UCR), DIGI dealer in Hong Kong. "To date, Park 'N Shop is our biggest customer in Hong Kong, operating more than 250 stores in Hong Kong with 10 new stores in the pipeline this year."

The SM-500EV installed at Jusco in Kuala Lumpur, Malaysia

The SM-500EV, recently installed at a weighing station counter at Jusco in Kuala Lumpur, Malaysia is a welcome sight for Jusco's staff. The availability of 100 preset keys provides them with faster speed and easier operation, allowing them to have better interaction with customers, an added value that the SM-500EV readily provides.



Reported from Belgium

Leon Van Besauw, General Manger of Carrin & Co. N.V., reported about the Belgium Market. "We already got orders for 110 units of SM-500's and will soon close an additional contract for 150 units with different customers. We are confident about the

marketing of the SM-500 with its attractive performance, good appearance and economical investment. The SM-500EV (Elevated type) will be best suited for the operation needs of our Belgian customers, and the SM-500DP (Pole type) will follow. In the coming years the SM-500 will per-

fectly replace a few thousand of the existing SM-60's, which have been evaluated highly and have been used in the market for many years."



Leon Van Besauw, General Manger of Carrin & Co. N.V.



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"Hot News just arrived from China!"

The latest news is about an installation at a Wal-Mart supercenter, opened at Kunming in south west China on 18th September, 2001. The retail giant, Wal-Mart, selected the SM-500DP and the SM-500EV for Kunming and another supercenter, which also opened in September.



SM-500DP at the candy sales corner



SM-500EV at the fish sales corner

DS-682H and DS-671H, Hanging scales

New Products
Digi

Good design and an excellent solution for accurate, quick weighing and sales transactions

- Battery operation
- Super contrast display
- Up to 30kg weighing capability

Reported from Turkey

DigiFiter Elektronik Sanayi ve Tikaret A.S. kicked off the marketing of the DS-671H last year and installed 20 units of DS-671H's at Migros, the

biggest supermarket in Turkey. That marked the debut of the DS-671H worldwide, outside the Chinese market.



Reported from Norway

In Europe, the product was launched in August and the first installation was started in Norway at RIMI for the check weighing of fruit and vegetables. RIMI is owned by "Hakon", a group company of Ahold in Norway. Petter Klipper, Managing Director of Antonson AB

reported, "the DS-671H will be installed at the new RIMI stores in Trondheim, together with other DIGI products including the FX-3600XL and DS-860 series. In addition, the DS-671H was installed at REMA1000, which has more than two thousand units of DS-860's."



DS-671H
Digital hanging scale

DS-682H
Price computing scale

GP-4000 Series and GP-460 Series, Bar code label printers

New Products
Digi

Powerful and ideal solution for on-demand printing for a variety of applications DIGI offers selection for the one that best meets your operation needs.



GP-460RC
Command type



GP-460R
Stand alone type



GP-4000C
Command type
On-line Bar Code Printer



GP-4000A
Stand alone type
GP-4000A offers a complete solution for off-line applications

DIGI WORLDWIDE SALES ACTIVITIES

Sales news from Belgium and Netherlands

"Konmar selected 30 DIGI wrappers consisting of the FX-3600XL and AW-3600CP to accentuate sales in the form of prepackaging". Leon Van Besauw, General Manger of Carrin & Co., N.V. explains, "The two points, that is, quality of the DIGI brand and Carrin's high-end after-sales service level are keys for their

Konmar selected DIGI Wrappers

decision to purchase." In the Netherlands, Konmar also placed the order for DIGI Wrappers. Sales Manager Michel Westerveld of DIGI Netherland B.V., says proudly that the 25 FX-3600XL's were installed at Konmar's newly opened supermarkets.

Carrin's professional sales and service team gathered at the AW-3600CP in the show room.



Sales news from Poland

Yakudo Plus Sp. z o.o. installed six units of FX-3600XL's into new shops at Auchan. Mariusz Jamuro, Vice President

FX-3600XL evaluated highly for cheese prepackaging at Auchan's new shops

of Yakudo, mentions the key sales points; wrapping capability of cheese without a tray, space saving design of less than 1 sq.

meters and development of a software application connecting the FX-3600XL to Auchan's existing network.

Sales news from China

Shi Guo Xing, STE Managing Director explains, "The first installation of AW-3600AT has been evaluated highly by Auchan, due to its reliability and high effi-

Auchan China installed the AW-3600AT in two new stores

ciency. As a result, STE received a second order of two units of AW-3600AT's from Auchan, and these units were installed at two other stores after the first installation."



Sales news from UK

Martin Brown, Retail Director of Herbert & Sons Ltd., reports about the sale, "Safeway, one of the UK's top five super-

Herbert installed 100 DP-90's for Safeway's new business expansions: in-store flower shops and photo processing labs.

markets, decided to purchase the DP-90 for their new in-store Flower Shops. They needed a printer that could label ready-made and mixed bouquets with itemized labels and also track the components of the made-to-order bouquets for stock reconciliation. The DP-90 met both requirements perfectly! The first printer was installed in the Woking branch of Safeway (South England) in May. As a result of this successful operation, Safeway is now planning to introduce Flower Shops

nation-wide, all with the DP-90!

"Safeway has also introduced in-store Photo Processing labs and the DP-90 is proving very useful here too! Once a customer's photographs have been developed they are inserted into an envelope with a descriptive bar code label attached. It can then be scanned at the checkout. The forty units were delivered in June, in time for their peak summer trading period.

"The DP-90 is an ideal printer because of its versatility and the touch screen, to meet the needs of Safeway. We have the order of 100 units of DP-90's, with more to come."



DP-90 is operated at Safeway's in-store Flower Shops, printing labels for ready-made and mixed bouquets





DIGI



Sales news from Netherlands

DP-90 selected by Albert Heijn, for store operation networking

Michel Westerveld, DIGI Nederland B.V., tells us about the key points of the sale.

"With the assortment of all the Albert Heijn stores through the Netherlands, Ahold decided to buy 75 units of DP-90's for their bakery departments, specialized in flans.

"The key reason that the DIGI DP-90 was selected is that the DP-90 is networked with the scale printer SM-90 and their office host computer via Ethernet. We provided Ahold with the technical support for the development of their own Ethernet driver for the SM-90 and DP-90. This driver is fully integrated with their back office software and supports programming of the scales and printers, synchronising of time and date, DHCP

hosting, and remote downloading of scale and printer software.

"On the other hand, all the DP-90's include the software specially designed for Albert Heijn so that the DP-90 has referral function by PLU. After a menu is chosen (for example cherry flan), there are several preset keys for different formats of slices (round, a half, a quarter, etc.).

"DIGI installed and connected everything through the Ethernet in one week during the middle of June."



Sales team of Digi Nederland B.V. Michel Westerveld (in chair), Mark van der Kamp (left) and Henri Horden



DP-90 in operation at a Albert Heijn store



Sales news from Belgium

Delhaize selected DIGI DP-90 to move onto Euro

Leon Van Besauw, General Manger of Carrin & Co., N.V., informed us that Delhaize selected the DIGI DP-90 printer to prepare for the change from national currency to Euro. The replacement of all of DIGI DP-110's had already been

completed with the successor model DP-90 by the end of last year to avoid the hectic time.

DIGI-Carrin was evaluated highly as a reliable business partner by Delhaize, a world-class retailer, with its headquarters

in Belgium. DIGI's other products, including wrappers, service scale printers and bakery printers are being used in the Delhaize supermarkets nationwide.



Sales news from USA

NBI's sales breakthrough to Shaws Markets

John Baumann, President of New Brunswick International Inc. (NBI) informed us of their sales breakthrough to Shaws Markets.

"Recently we received the first orders for 125 SM-90EP's and 4 AW-3600AT's

from Shaws Markets. Shaws is a regional supermarket chain, operating 171 stores in the Boston area. This records our first success with Shaws after years of effort.

"Shaws selected the AW-3600AT after six months of testing prior to making this purchase decision. They purchased the wrappers based on the superior performance, wrapping speed, space savings,

film savings, overall reliability and simplicity of operation. Shaws will continue to purchase the AW-3600AT for new stores,

remodels and replacement of high maintenance equipment.

"The retail scale order for SM-90's was received after a head to head contest with another brand. The SM-90EP provided a much more competitive cost benefit package, which made this model impossible to ignore. This marks the first time that NBI/DIGI made inroads into Shaws."

John concluded that the sales breakthrough was successful thanks to DIGI's superior product design and outstanding NBI support coupled with the strong local presence of General Services Inc., NBI's dealer in the Boston area.



Shaws Markets store at Waymass, Massachusetts, where the first AW-3600AT was installed



AW-3600AT in the meat room of a Shaws Markets store at Auburn, Maine



Sales news from China

SM Series marketed at rapid speed in the Chinese market

In the first half of the year, a total of 3,000 units of the SM series scales were installed in China. In the third quarter of this year, more than 2,700 units of the SM

series were installed. The new SM series, the SM-500 and the SM-300, has already been launched in China – a total of 110 units of SM-500's and 820 units of

SM-300's are now in the Chinese market. The full range of the SM series gives DIGI a very strong advantage to provide Chinese customers with a winning selection.

(Reported by Shi Guo Xing)



Sales news from Australia

David Jones "Foodchain" chooses SM-90

"Over the past 9 months, David Jones has opened 3 new food concept outlets trading as "Foodchain" in Brighton, Hawthorn and Parramatta and were the first Wedderburn customer to select the DIGI SM-90P Weigh/Labeller, with 16 units installed at each location.

"Foodchain is an exciting concept providing specialty fresh food products as

well as standard grocery lines. Prepared meals for "time poor" executive couples are also a feature of their service with in-store chefs preparing "ready-to-heat and eat" meals, plus a range of salads and side dishes.

"David Jones plans to open approximately 40 more "Foodchain" outlets over the next few years and Wedderburn are excited to be an integral part of this project."



General Manager of Foodchain, Shane Tremble, is delighted with the public response to the newest outlet at Parramatta, where over 28,000 people work in the central business district.



The range of fresh food, such as seafood, caters to customers' needs. The operator is holding a beautiful Red Emperor Fish.

(Reported by Denis O'Mara, Senior Executive of W.W.Wedderburn Pty. Ltd.)

Woolworths Supermarkets Group ordered 600 units of the new DS-770 DIGI checkout scale for the upgrading of 67 of the supermarkets recently acquired from Franklins Supermarket chain. Many DIGI products, including the DPS-3600, SM-90P and DP-90 have also been installed during these upgrades.

DS-770B **DS-770LP**

Tasos Moraites, owner of ZEUS at the exhibition



Sales news from Greece

DIGI modernizing open markets

The models DS-685B and DS-688B, price computing scales have been successfully sold in the Greek open market. Already over 2,200 units have been marketed this year. This is almost triple the volume compared with the 700-800 units sold last year.

Peter Charagionis, Managing Director of Chronografiki S.A. is pleased to tell us about the key. "All of the sales success is owed to Chronografiki's local dealer

ZEUS, and the owner, Tasos Moraites. ZEUS created the remarkable demand for electronic scales, modernizing sales transactions in open markets by cleaning off conventional mechanical scales."

Mr. Moraites was impressed by DIGI's quality. He said to Peter Charagionis, "DIGI products have exceptional standards to show high performance in such a hard working environment as the open markets." Furthermore, ZEUS is also



satisfied with the support from Shanghai Teraoka, the manufacturer of those DIGI products, and Chronografiki."



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Sales news from Latvia

SM-80SX and FX-3600XL selected for the opening of "MAXi", the first RIMI Hypermarket



SM-80SX's are lined up in the modernized sales counter of the MAXi.

Computer Hardware Design SIA (CHD), DIGI distributor in Latvia received the order from RIMI, who opened their first hypermarket, named MAXi. A total of 16 units of SM-80SX's and a FX-3600XL/C were installed. The SM-80SX's are lined up in the modernized shop. RIMI is an Ahold operating company in Latvia.

DIGI - the most reliable partner for global food retailers

Teraoka/DIGI has strengthened our business relationship with global food retailers, especially those who have expanded their operations globally through significant mergers and acquisitions, and through launches into such growing geographical regions as Latin America, Central Europe and Asia as well as Northern America, East and West Europe.

DIGI customers are: Carrefour, Ahold, Metro, Tesco, Rewe Zentrale, Edeka/AVA, Mousquetaires, Groupe Casino, Auchan, E. Leclerc, Delhaize "Le Lion" Group, and the world's largest retailer Wal-Mart.

DIGI's greatest strength is the worldwide sales and service network in more than 100 nations. DIGI's local expert team can provide marketing and after-sales support to

continually earn customer trust. Furthermore, our wide product range offers solutions from the front end to the back room. DIGI's advanced networking system via Ethernet is another key to providing solutions to customer needs.

Wal-Mart selected DIGI for their newly opened Chinese supercenters

This sale to the retail giant, Wal-Mart, marks the sales breakthrough for Shanghai Teraoka and DIGI. Shi Guo Xing, Managing Director of Shanghai Teraoka Electronic Co., Ltd. pointed out the key to their success, "We designed the application software for Wal-Mart's standard system, so that Wal-Mart in China is very satisfied with the reliable application software. Of course, the quality and application of DIGI products, the SM-500 series and the DPS-90 prepack scale printer, were also key factors in Wal-Mart's purchase decision." DIGI knocked on and opened the door of Wal-Mart.



SM-500DP in the sales counter



Jonny Zhu (left), Technical Service Manager of Shanghai Teraoka and Ou Le, Managing Director of local DIGI dealer stand in the front of Wal-Mart supercenter opened at Kunming on September 18th

Hot News! Alcampo - Auchan group in Spain installing DIGI

IMSISPAL S.A., DIGI distributor in Spain received a big order from Alcampo and set the sales record for their company. The sale includes more than 250 units of the SM-90 series, over 60 units of the AW-3600AT's and the FX-3600XL/C, and more than 50 units of the DPS-3600 for Alcampo's 40 stores. Jose Miguel Gomez Herrero, Managing Director of IMSISPAL S.A. mentions, "We responded quickly to their requirements of a EURO function, traceability and networking, and those were evaluated highly and the success resulted in the sales."

DIGI Food Industry products welcomed by world-class food giant



Sales news from USA

NBI completed start up of the newest IBP

IBP, located in the U.S.A, is the world's biggest beef processor. The new plant, in Goodlettsville, Tennessee is referred to as the Goodlettsville Plant, now has over 24 units of the HI-3600 series (high speed

weigh labeller), 48 units of the HC-3600 series (high speed labeller), and 24 Bottom Labellers. This marks a record for the largest single installation for DIGI food industrial equipment in the world.

"Goodlettsville, Tennessee, is located near the city of Nashville, which is very famous as the capital for Country Western Music", notes John Baumann of NBI, a good Country Western Music singer.



Sales news from China

DIGI products are getting a good reputation at Lian Hua, China's No.1 retailer.

Lian Hua's fresh food processing center started its operation in July 2001. The center, built in Shanghai, is totally controlled by the most modernized facility system, considered a first in China. DIGI's HI-3600U (high speed labelling

system), AW-3600CP Auto (Integrated fully automatic weigh/wrap/label system), CP-3600 (carton printer), CV-2600 (converger) and PCS-1000 (processing center system) were installed. The installed DIGI products earned a

high reputation in this center, resulting in a further order of 4 DPS-3600D's and 4 CP-3600's, which are integrated into the same system for increased productivity.



Essae-Teraoka Ltd. leading India market



Prabhu Chandran, Managing Director of Essae-Teraoka Ltd.

We are happy to report the wonderful news that was brought to Teraoka Tokyo by Prabhu Chandran, Managing Director of Essae-Teraoka Ltd. this April. Prabhu Chandran explains, "We are happy to inform you that we have crossed the 100,000th machine mark last month since the founding of the company and we are the first company to do so in India in the electronic weighing scale industry. As in many

markets throughout the world, Teraoka is leading the way in India as well."

Essae-Teraoka Ltd. was founded in April 1986, when Kazuharu Teraoka, President of Teraoka Seiko Co., Ltd. and S.A. Chandran, currently the chairman, signed an agreement for a joint venture.

Since then, Essae-Teraoka has expanded their operation both as manufacturer and marketing & servicing company, resulting in the solid establishment of DIGI in India. Under the management of Managing Director Prabhu Chandran, the company has made big progress in operation size, marketing

size and drastic sales strength.

In the next issue of the DNB, No.45, we would like to continue to spotlight Essae-Teraoka Ltd. and will introduce their new R & D facility and expand on DIGI's presence in India.



Marketing plan discussions for the launch of a new product



Essae-Teraoka's marketing team at an exhibition



Events & Exhibitions

DIGI Deutschland GmbH successfully concluded IFFA (May 19-24) at Frankfurt

DIGI Deutschland GmbH did a wonderful job with organizing DIGI's participation at IFFA. The total line of DIGI products, including new products that debuted at the exhibition, was presented with the cooperation of the four Teraoka/DIGI group companies - Teraoka Weigh-System Pte. Ltd., DIGI Europe Ltd, Shanghai Teraoka Electronic Co., Ltd. and Teraoka Seiko Co., Ltd. Among the new products, the AW-3600CPR, SM-500 series and DS-788 were listed. The full line of products,

showing a great variation of models and new technology of RF wireless networking highlighted DIGI's strengths to visitors from supermarkets, butchers and food processing centers. In addition, we welcomed the visits of most of DIGI's distributors in Europe.

"With the opportunity of IFFA, the most important exhibition in our business, we could kick off to a good start the expansion of DIGI into the German market", concluded Stefan Rolke, Sales Manager of DIGI Deutschland GmbH about the IFFA 2001.

Teraoka/DIGI group staff welcomes the visit of DIGI customers



The 6th DIGI International Service Meeting in Switzerland

The service meeting and two-day working sessions were held on September 25-27 at Chur in Switzerland with the cooperation of BUSCH-WERKE A.G. The opening speech was given by Mr. H. Busch, President of BUSCH-WERKE A.G., and the meeting was attended by 42 delegates from 22 distributors and four

Teraoka/DIGI group companies: Teraoka Tokyo, Teraoka Singapore, Teraoka Shanghai and DIGI Europe Ltd. in UK. A total of three days were utilized for further understanding of DIGI products and for providing customers with quick solutions for field service. Mr. Sten Vesterager, Service Manager of DIGI System A/S closed the meeting.



DIGI new product SM-500 Touch Panel version, and AW-3600AT were evaluated highly at FMI (May 6-8)

"The SM-500TB (Touch panel version and Bench Type), was very well received with the touch panel function and the modernized new brighter light gray color. The In-line Automatic Wrapper W-3600CPR was also well received.

"We continued to get good reviews of the AW-3600AT Super Stretch wrapper. Our customers are satisfied with the performance. Especially, the multi-labelling system to meet the requirements of the US market: three labellers to issue a product label, POP label and security label."

Taking the opportunity at FMI, NBI presented their annual "Samurai Salesman" award to the companies that contributed most to the growth of NBI/DIGI during 2000. This year, two DIGI/NBI dealers, Holly Sales & Service and General Service Inc. were honored.

(Reported by John Baumann, President of NBI)



NBI staff members at FBI 2001

Polagra 2001 in Poland (Sep 11-14)

Yakudo Plus Sp. z o.o. successfully presented the new DIGI wrapper AW-3600CPR at their modernized, two-floor style booth at Polagra 2001 held in Poznan.



DIGI in Russia, dynamically launched by Service Plus



from left to right: Vitaly Podshivalo-General manager of Service Plus Co., Margarita Sharikova-Sales Manager, Vladimir Stepanchuk-Head of direct sales department, Vladimir Kolpakov-Technical Director, Sergey Faleev-the Chairman of Board of Directors of Service Plus Co.

In this issue, we would like to focus on Service Plus At Co., Ltd. (Service Plus) who has represented DIGI in Russia since 1999.

The Service Plus Company was founded in 1992 by Chairman Sergei Faleev, with the mission that they would contribute to a total solution for the retail markets. Today the company is recognized as a first-class system integrator, software

developer and electronic retail equipment supplier. Over the past 9 years, it has established a stable reputation and is recognized as a leader among the electronic retail equipment suppliers and in the information technology market.

With their contribution to the industry, Service Plus has been declared the best integrator of food-retail complex solutions in 2001, as well as the best distributor of POS terminals in 2000 and 2001.

Service Plus can propose a total solution for store automation, providing a wide range of retail equipment such as scale systems, POS terminals, bar code scanners and handy terminals, label printers, EAS systems, ID technologies, and packing and labeling equipment.

With the expertise of Service Plus in the retail markets, DIGI products have been successfully marketed since they started the business relationship in 1999, and



SM-80SX's lined-up at Bishkek

now two years later, DIGI is already a well-known and reliable brand.

The first sales breakthrough for Service Plus dates back to the end of 1999, when the first large number of SM-80s were installed at Moscow and Ekaterinburg supermarket chains. At present, DIGI's SM-80 Series is considered to be a standard for scale equipment at many supermarkets and has been installed at newly opened supermarkets such as The Seventh Continent, BIN, Kirovskiy and others. Soon the next generation of the SM-series and a new prepack printer will be launched into the Russian market.

DIGI customers include, GUM (Russian largest hypermarket), Bishkek, The Seventh Continent, BIN, Paterson, Gerkules, Ostrov, Contour-Lada, Diet-38, and Kirovskiy.

There is an enormous potential at the open markets for DIGI Price computing scales, including the DS-682/685/688 Series, to replace conventional mechanical scales.

Service Plus is expanding DIGI's representation in Russian regions. Their marketing and technical service networking points are nationwide. They pay special attention to customer service. For that purpose, Service Plus has established centers for guarantee and post-guarantee repairs, support service and a hot line staffed by skilled experts ready to deliver the necessary consultation or to go to the client for solving any problem. These are all reasons behind the company's success.

Vitaly Podshivalov, General Manager of Service Plus, concludes about their strong determination for success, "To correspond with world business, Service Plus considers its goal not only to keep with the development of the retail technologies market but to participate in finding the ways and directions of this development for the modernization of the Russian retail market."



SM-80SX at the Seventh Continent

DIGI Family News

Takashi Katayama, appointed to Director of Teraoka Seiko Co., Ltd. (Teraoka Tokyo)

Takashi Katayama, Managing Director of Teraoka Weigh-System Pte. Ltd. was appointed as Director of Tokyo Teraoka in early April. In his message, he greets DIGI family members and customers and frankly tells about when he was appointed by President Kazuharu Teraoka.

“When I first received the new assignment as Director from President Teraoka, I was overwhelmed with feelings of both apprehension and excitement. Apprehension because of the dramatically different role the new position demands and

excitement, due to the many new challenges ahead.

“The new position entails a role which is vastly different from the various positions which I have held at various Teraoka subsidiaries abroad over the past 12 years.

“The new challenges for me are to seamlessly integrate the roles of R&D and Marketing in an increasingly competitive and global business climate in order to reach out to DIGI’s business partners and clients effectively, through better interper-



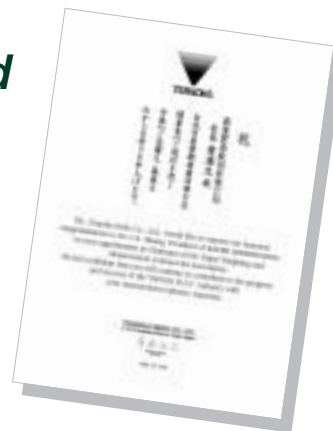
sonal relationships and trust.

“Through this, it is my wish to contribute to further spearhead the growth of DIGI’s business with our customers, business partners, employees and all members of the Teraoka group.”

C.S. Huang, Racer Corporation, became Chairman of Taipei Weighing and Measurement Commercial Association

We show our heartiest congratulations to Mr. C. S. Huang, President of RACER CORPORATION, on his appointment as Chairman of Taipei Weighing and Measurement Commercial Association.

We feel confident that he will continue to contribute to the progress and success of the TAIWAN R.O.C. industry with his weighing industry expertise.



Editor's Note

This issue is published with a wide range of DIGI news including new products line-up and sales news about various kinds of DIGI products. The news stories are reported and introduced on a global level. More than twenty nations are represented by news stories of success in their areas. In this issue, many breakthrough news stories are also introduced: “Sales breakthrough to Wal-Mart”, “DP-90 supporting Safeway’s new business expansions”, “Sales records of price computing scales in Greece”, “Essae-Teraoka achieving the sales of the 100,000th machine in India”,

“DIGI’s partnership with global food retailers” and “DIGI in Russia”. Taking this opportunity, I for Teraoka/DIGI group, would like to show our sincere appreciation to DIGI family members who provided us with the news and photos in a timely manner. With your cooperation, DIGI News Bulletin will be a colorful and meaningful two-way communication magazine. I am looking forward to receiving news from DIGI family members worldwide for the next publication. (Yoshiko)

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