



Searching for a New Balance Searching for

DIGI®



Sales news from DIGI in China

Shi Guo Xing, Managing Director of Shanghai Teraoka Electronic Co., Ltd (STE) reported their latest progress of DIGI in the Chinese market.

DIGI penetrated into China Wal-Mart

Since DIGI installed at the Kun Ming Store in September 2001, DIGI has penetrated and been welcomed in a total of seven newly opened Wal-Mart supercenters: at Fu Zhu, two stores at Xia Men, at Shen Zhen, at Dong Guang and at the newest Fu Zhou store. More than total

200 units of SM-500's and DPS-90's are operated now. All new Wal-Mart supercenters in China are selecting DIGI right now. There were two key factors why the retail giant Wal-Mart selected DIGI. First was STE's perfect sales/service network in China, with their quick response to the customers' service call and second was the features and high quality of DIGI products with trouble-free operation.



SM-500 at candy sales counter of Shen Zhen Wal-Mart Supercenter



Fu Zhou Wal-Mart Supercenter



SM-500's lined up at cooked food sales counter of Dong Guang Wal-Mart Supercenter

DIGI SM scales established a good reputation at national and international supermarkets

In 2001, over 8,000 units of SM scales were installed in China's market, and the new model SM-300 became well accepted in a very short time. In 2002, STE is already off to a good sales start, with 2,300 units of SM scales installed in January alone. Supermarket chains such as Lian Hua, Hua Lian, Nong Gong Shang, Carrefour, Auchan, Wal-Mart, Trust Mart and Su Guo are listed among DIGI customers.

Shi Guo Xing proudly listed the reasons why SM scales were selected.

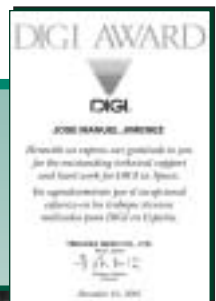
- DIGI – the first brand for quality and reliability for the retail scales in China now
- Features of SM series; TCP/IP, printing speed
- Full product line of SM series - SM-300, SM-90, SM-500 and their variety of types - Bench/Pole/Elevated/Hanging and display - segment display/dot display/LCD/VFD. They help customers select the best scale for their operation needs.
- Strong dealer networks for after-sales service, and fast delivery by local manufacturing



SM-300 at bread sales counter of Jin Qian Carrefour

DIGI Award presented to seven technical engineers of Imsispal in Spain

Imsispal S.A. (Jose Miguel Gomez Herrero, Managing Director), DIGI distributor in Spain, recorded the marvelous sales order from Spanish supermarkets including Alcampo (Auchan group), Supersol (Ahold group) and Eroski. The installation of more than 1000 units of SM-90's, FX-3600XL's, AW-3600's and DPS-3600's were successfully rolled out to 120 stores during the six months from July to December, by Imsispal's seven technical engineers. Herewith, we Teraoka Tokyo, expressed our gratitude to them for the outstanding technical support and hard work for DIGI in Spain.



SM-90 at fish sales counter of Supersol



DIGI Award dinner party of Supersol

The honored DIGI Award Winners



Benito Bermudez (left) receiving DIGI Award from Yujiro Sato



Daniel Fonseca



Daniel Gomez



Javier Saiz



Jose Manuel Jimenez



Juan Francisco Jimenez



Miguel Angel Bejarano