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DIGI News Bulletin

Vol.19/NO.48
2003

ISSN 0914-9651

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- New products released, DC-250 Series and POS register
- A bulk order of SM-300s from Shoprite Checker in South Africa
- DIGI selected by Tesco in U.K. and Poland
- Sales breakthrough to Casino in Poland
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- Mail Boxes Etc, the world's largest non-food franchise, chose DIGI
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DIGI HALL OF FAME

Paul J. Biesta
Louis P. Bonapace
William W. Wedderburn



Taka Hattori, International Marketing Manager of Teraoka Seiko Co., Ltd., "God Father of DIGI", announcing the foundation of DIGI Hall of Fame and showing our deep appreciation to three DIGI family members on the first occasion.

Having worked for Teraoka/DIGI for nearly 30 years, I could have a chance to look back at the history of DIGI's export in those years. Our overseas business has been really expanding in those 30 years. There have been many factors for DIGI's success, but the most important factor should be people. We have been fortunate in having many good people both overseas and within our group companies. Now that we established the DIGI HALL OF FAME, we would like to induct from time to time those people who contributed a lot

to our success in the overseas business. We would like to induct at first three persons whose names the late Mr. Takeharu Teraoka always referred to with the utmost thanks whenever he spoke about our overseas business. Those three are, the late Mr. Paul J. Biesta of The Netherlands, Mr. Louis P. Bonapace of the United States and Mr. William W. Wedderburn of Australia.

Mr. Paul J. Biesta was the first distributor we had overseas in 1967. In the beginning, he started to market our automatic door systems in The Netherlands and at a later time in West Germany. Having a good success in marketing Teraoka automatic door systems, Mr. Biesta founded another company to market our electronic price computing scale in 1974 in The Netherlands. Ever since that time, he continued expanding his business with

DIGI in the Dutch market. We have been enjoying our business with the World's Number 3 retailer, Ahold, for more than 20 years in 21 countries around the world. Mr. Biesta was the person who opened up our business with Ahold for the first time. I personally learned much about business from him. He taught me just to be honest, reasonable and straight forward in doing any business in any country. He was the person who exercised these principles throughout his business career. Although Mr. Biesta passed away in September 2000, we will never forget his contribution to DIGI.

Mr. Louis P. Bonapace and Mr. William W. Wedderburn also started to market the model DIGI in 1974 and in 1975. Both of them are still active in business as chairmen. I would refrain from talking a lot about them as we have received messages from them and will introduce these next. One thing I should remember to say is that all three gentlemen are super in their personal character, enthusiasm for business, and gathering trust and respect from almost all people who got to know them, not to mention about their excellent business capacity.



The Late Mr. Paul J. Biesta, the first distributor Teraoka Seiko Co., Ltd. had overseas in 1967. The business started with the automatic door system and in 1974 the business for the electronic price computing scale began.



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The first awardees, Lou and Bill: both still active in business and contributing to DIGI's strong presence in the USA and Australia



Louis P. Bonapace

At the age of 55, Lou Bonapace, abandoned his comfortable living working for Hollymatic Corporation and founded a new company, New Brunswick International, with the sole objective of representing and selling DIGI electronic scales. The date was December 1973. Lou was the first and for a time only employee. Teraoka had never sold any scales in the United States. The DIGI name was unknown. In fact the only product available for sale was a bulky, ugly side by side gray scale that could not pass weights and measures approval. From that difficult starting point, Lou has built and guided NBI into one of the top DIGI distributors in the world.



Louis P. Bonapace, Chairman of NBI

The relationship began with Takeharu Teraoka, Lou and a very young Kazuharu Teraoka. NBI and Teraoka agreed to establish an exclusive distribution agreement and relationship. NBI would only sell Teraoka retail products and Teraoka would only sell those products through NBI. This was a marriage and the foundation of our mutual business. Like all marriages that last for 30 years there were good times and bad times, but through everything there was always a spirit of cooperation, conciliation, give and take and partnership. The founding spirit that Lou brought to this effort was one of always striving to do better and always remembering that to be successful the relationship had to work to the benefit of both parties.

Lou began his efforts in the US selling the DIGI Model 4205 scale. This was the first "DIGI" scale sold in the US and established a reputation for accuracy, reliability and longevity. Lou was the only salesman at NBI when the company was founded. Every Friday Lou would fill his big Chrysler station wagon with scales and drive off to a new territory. He would cold call with a new dealer and usually would sell scales. He would cold call on individual stores and sell scales while training his new dealer on how to sell a DIGI scale. If the car still had scales in it at the end of the week, he would sell them to the dealer to establish the dealers inventory. A few years ago NBI ran a contest with our dealers to locate the oldest DIGI scale still in use. We found a Model 4210 still in use after 20 years in a store in Pennsylvania. That is a real testament to the reliability of DIGI and the persistence of Lou as a salesman.

Since that time there have been many other successes and growth. Introduction of the first DIGI load cell scale, DS60, first direct thermal printer, establishment of label printing company, development of "DIGI Packer" poultry labelling software, scale data computer interface programs, expansion into the automatic wrapper market, "Super Stretch Technology" and establishment of a direct industrial sales force represent a few of the major accomplishments of NBI through the years.

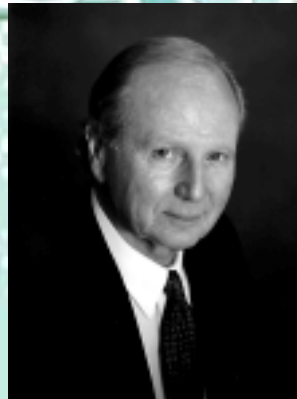
Lou still is in the office every day and still influences our daily business. The principles of hardwork, team spirit, conservative

financial management and above all else the belief that every NBI employee has "DIGI" blood in our veins which Lou established will guide our business into the future. Lou Bonapace has guided the development of the NBI organization. His hand has touched every employee and helped each to reach their potential. However, NBI has grown beyond the dream and effort of one person. The NBI organization is just what Lou always wanted. It is a hardworking knowledgeable team that will carry on down the path that Lou started.

(Reported by John Baumann, President of NBI)

William W. Wedderburn

I was introduced into the DIGI Family in 1975, at the transition of the weighing industries conversion from mechanical weighing to the far more efficient and accurate electronic weighing system.



William W. Wedderburn, Chairman of W.W. Wedderburn Pty. Ltd.

When I was shown Teraoka's Model DS-4285 electronic digital price computing scale, I was simply amazed by its sheer innovative & technical brilliance.

We quickly launched this exciting new model, and it became, overnight, an instant success and market leader.

From this starting point, Teraoka now enjoys over 80% market share in retail weighing in Australia and New Zealand.

Teraoka's dedicated commitment to product development and design has made our task of building DIGI's brand in our markets so much easier.

Teraoka's well deserved position, as a world leader in retail weighing and printing technology is based on Teraoka's commitment to continuously introduce leading edge, innovative and technologically advanced products.

Technologically advanced, quality products are vitally important for any business; I think we can all agree on this point... however there is an opposite side to the business equation, and that is the quality of the company's personal relations with its distributors and customers.

Teraoka's excellent personal relations business culture & philosophy; is a very greatly respected asset and achievement of the Teraoka Company and the DIGI Family.

No where else in my business experience have I experienced, to the same extent, the great pleasure and excitement of working with Teraoka; it's like being part of one happy, caring family!

I have been most privileged & fortunate to have had a wonderful friendship and great respect for Mr. Takeharu Teraoka, Teraoka's Past President, this, fine tradition, is continued and fully supported by President Kazuharu Teraoka & his global management team.

In our increasing & extremely competitive global market, "DIGI's Family Spirit" is becoming even more relevant, to all of us now, in our daily task of maintaining and expanding DIGI's Global Market Leadership.

DIGI releases the latest innovations for the industry and retail market

New Products

DC-250 Series High-end counting scale system

User-friendly design for counting, labelling and data control

- Compact design with build-in printer
- Big LCD touch panel and menu message on screen display will help seamless counting operation.
- Up to 9,000 memory items
- Up to 3 different label design formats programmable
- One external scale can be connected: two different capacities for counting wide range of weight items with accuracy and convenience



Specification

- Capacity: 1kg/2.5lb; 2.5kg/5lb; 5kg/10lb; 10kg/25lb; 25kg/50lb (built-in scale)
- Internal Resolution: 1/500,000
- Display Resolution: 1/2,500; 1/5,000 or 1/10,000 selectable
- Display Panel: LCD Touch Panel 320×240 mm
- Build-In Printer: Thermal label printer
- Label Size: Width: 40~60mm, Length: 28~120mm
- Dimension: 410(W)×432(D)×min 164(H) mm
- Net Weight: 15kg

Web Prime POS ECR

NEW PRODUCTS

Good-looking design POS ECR with sophisticated PC Architecture (Linux based), all in a compact body

- Color LCD touch screen for easier operation and quick item registration
- High speed registration for transaction to reduce the time of customer waiting
- Integrated various and programmable report functions make statistics of transaction easier.
- Long SPAN Life stroke keyboard
- High light & big segment blue LED customer display
- High-Tech silver gray housing
- High printing speed 100mm/s thermal printer
- Auto paper cut system



Drop in easiest paper installation design

Specification

- 20GB Hitachi 2.5"HDD
- 1×100Base-T Fast Ethernet
- 1×serial port
- 1×USB port
- 1×scanner connector
- 1×Cash Drawer connector
- 10.4" Color TFT LCD touch screen operator display
- 8 Digits LED Customer Display
- Dimension: 278(W)×415(D)×300~343(H) mm
- Net Weight: 8kg
- Optional CD-RW Driver for data backup



For further information, please contact Technical Support Dept. of Shanghai Teraoka Electronic Co., Ltd.
TEL: +86-21-64739918, FAX: +86-21-54900008,
e-mail: steservice@dig-scale.com



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DIGI WORLDWIDE SALES ACTIVITIES



Sales news from South Africa

Teraoka S.A. proud to be associated with Shoprite Checkers Supermarkets

Albe Naude, Managing Director of Teraoka S.A. (PTY) Ltd., reports the sales of the SM-300 to Shoprite Checkers in this issue, after a bulk order from Pick'n Pay earlier for big sales in 2003 .

"Shoprite Checkers Supermarkets is one of the leading supermarket groups in the South African retail market. Shoprite Checkers was started by Mr. Whithy Basson and operated initially, known as Shoprite, in the Western Cape region of South Africa. Shoprite then acquired the Grand Bazaars group with stores across the S.A.

"Further stores of the Checkers Supermarkets were bought and finally the OK Bazaars group with the Hyperama group attached to the purchase as the upmarket supermarket stores.

"These purchases brought the name

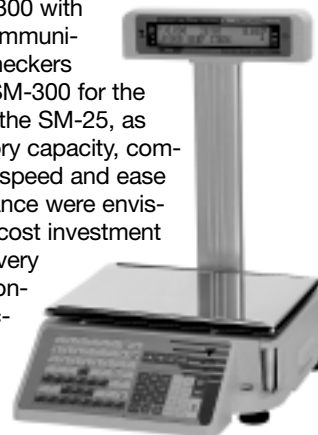


Albe Naude, Managing Director of Teraoka S.A. (PTY) Ltd.

of Shoprite Checkers, which now comprises 37 Checkers Hyperstores as well as many Shoprite and Checkers stores. Furthermore, there are stores in countries such as Tanzania, Mozambique, Zambia, Angola, Zimbabwe, Egypt, Madagascar, Mauricius and the latest addition in

India."

"Teraoka S.A. has been dealing with this group since 1990 with the launch of the SM-60 scale. Through numerous developments, DIGI has progressed from SM-60 to SM-25, SM-90 and now the model SM-300 with Ethernet communications. Checkers chose the SM-300 for the upgrade of the SM-25, as large memory capacity, communication speed and ease of maintenance were envisaged. The cost investment was also a very attractive contributing factor. In May of 2002, Teraoka S.A. started the first rollout of the



SM-300, chosen by Checkers for the upgrade of their operation

total 980 units of the SM-300. This rollout is still continuing and more stores are quoted for as Shoprite Checkers keep on opening new stores. We trust that all the SM-25 units in the Checkers Hyperstores will be replaced shortly.

"Teraoka S.A. has just launched the SM-710 to this group and trusts that favorable discussions will become profitable business to both parties. Teraoka S.A. is proud to be associated with Shoprite Checkers and thank their management for the great business over the



Sales news from UK

DIGI SM-710 picked up by Tesco, for their new American-style meat counters

Tesco Plc, the UK's largest retailer and the 7th in the World, has expanded their operation. This year, the supermarket giant has opened 62 new stores and acquired a further 1200, for a total of 1982 stores across the the UK. Tesco, recognised as the number one food retailer in the UK, has four formats for its stores: Extra, Superstore, Metro and Express. Tesco operates strong refresh and extension programmes with some 200 stores improved this year.

Herbert Retail Ltd., DIGI distributor in U.K. won the contract to supply Tesco with DIGI SM-710. The modularity of the SM-710 was a clear winner with Tesco. Following extensive and successful trials, the scales were installed into their new American-style meat counters which were being added in all their new stores

and store refits under their refresh and extension programme.

Herbert Retail who worked closely with Tesco and their counter manufacturers, installed the SM-710 into a total of 47 Tesco stores by the end of September. This is an average of 2 units per store, with a total of 130 installations expected by the end of the year.

A strong business relationship between the two companies has developed over the years, and DIGI products SM-60, SM-90, HC-2600 and 3600 are in regular use throughout their various in-store departments.

(Reported by Mr. Barry Edwards, Marketing Services Manager of Herbert Retail Ltd.)



Left to right: Herbert Retail personnel, Product Specialist Martina Dudley, Tesco Account Support Manager Dawn Smith with Stuart Wagstaff, Service Support Manager at the Herbert Retail Demonstration Suite



The SM-710, in operation at the American-style meat counter



Sales news from Poland

Tesco and Casino, two big global retailers rushed to open their new hyperstores

Mariusz Jamro, Vice President of Yakudo Plus Sp. z o.o. is pleased to report the opening of new hyperstores with DIGI products installed.

DIGI sales breakthrough to Geant, Casino's Hyperstore

"In October, Casino Polska opened their 16th and 17th hyperstore GEANT in

Poland. The 16th hyperstore, opened on October 1st in Szczecin, and the 17th, two weeks later on October 15th. These two Casino hyperstores are the first that will be fully equipped with DIGI scales and wrappers.

We have another success with the installation, our first installation with wireless network for DIGI scales. DIGI wrapper and prepack scale printer 3600 series are working in the same Ethernet network, connected by wires. In each shop we



able to secure the order and fulfill the requirements of Casino Polska with "commercial" help from Teraoka Singapore and Teraoka Tokyo, and with strong technical help from Ms. Ma Hong Mei of Teraoka Singapore who put all requested changes in the firmware of SM-500."

From left to right: Mariusz Jamro of Yakudo, Christoph Kabut (IT Director of Geant Polska), Pawel Gosk (IT Project Manager), Jean-Guy Huchet(Purchasing Director), Takashi Katayama of Teraoka Singapore, Piotr Trojanowski(IT Front Office Manager), Marek Kuryatto (Yakudo), Pawel Perendyk (IT Specialist), Maciej Pajak (Yakudo) in front of the SM-500EB installed at the 17th Geant

installed 26 units of SM-500 (SM-500EB×22 and SM-500H×4), a AW-3600CP Auto Wrapper, DPS-3600×2, DS-160 Platform Scales×3 and DI-30SS +SCS Floor Scale×3. We also installed our software BALANCE HQ to communicate with the Casino HQ in Warsaw.

Casino Polska decided to use DIGI for many reasons, including the high quality and reliability of our products and their modern design. The major factor for the decision was the RF Ready feature and our BALANCE HQ software that gives Casino the possibility to manage the scales and wrappers from Geant HQ in Warsaw. The excellent reputation of the DIGI brand image and our after-sales service nationwide in Poland was also highly evaluated.

Last but not least, I would like to emphasize the next point. That is, we were



Tesco logo with information and invitation in Polish: "5th anniversary for whole family. Full of attractions." Tesco Polska is celebrating 5th anniversary of activity in Poland.

Tesco selected DIGI, for the three hyperstores newly opened in September

"In September 2003, Tesco Polska opened three hyperstores in Poland. I am pleased to say, Tesco opened the new hyperstores with the DIGI product line-up:

the SM-90 service scale printers, the DS-770 check-out scales, DS-160 platform scale, SCS floor scales with DI-170P indicators, DS-671H hanging scales and DS-685 price computing scales. The total quantities of DIGI products installed there amounts to 174 units, and proudly we say, the total number of Tesco hyperstores with DIGI equipment in Poland, now is 24".



Slawomir Mrozek, director of Tesco in Szczawno with SM-90H



The 16th Geant is located in the commercial center Galaxy in Szczecin.



Yakudo key engineers involved in Geant project, together with Geant Polska's IT Managers. From left to right: Mariusz Kubera - Manager Technical. Dept. of Yakudo, Piotr Trojanowski - IT Front Office Manager of Geant Polska, Maciej Pajak - Manager Software Dept of Yakudo and Pawel Gosk - IT Project Manager of Geant Polska's Front Office Dept.



The operator enjoys the operation of AW-3600CP AUTO at the 17th Geant



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Sales news from China

The RM-40, keeping step with the modernization of the Chinese retail business

In China, there is tendency that open market business has decreased, and instead bigger produce/fish/meat stores have become more popular. The RM-40 launched at the right time to provide a solution for such business.



RM-40 at a fish sales counter of Su Wu Produce Chain Market



RM-40 used at check-out counters

Su Wu Produce Chain Market, a chain produce/fish/meat store in Nan Jing, installed 20 units of the RM-40's in Master/Satellite version. 10 units of RM-40's linked by one network are operated as label scale printer, and at the check-out counter, the other 10 units of RM-40's linked by one network are being

used as a checkout scale and ECR with cash box and scanner. Two networks for each 10 scales are linked to one PC, and the application software of "DIGI Pexie" synchronizes the PLU data for the two networks.

The RM-40 works with three applications in the all-in-one design: label scale printer, checkout scale and ECR (POS ECR with scanner). Its economical investment, scanning at checkout counter and communication speed is highly evaluated by Su Wu Produce Chain Market and other big chain markets. Among them, "Shuan Hui Chained Butchery", which operates more than 300 butchery shops in more than 6 provinces in China, installed the RM-40 for weighing and ECR. Now 500 units are in operation.

The RM-40, marketed worldwide with its versatile application, and another model variation, hanging type is launched to meet the demand.

Shi Guo Xing, Managing Director of Shanghai Teraoka Electronic Co., Ltd. feels very proud of the fact that the RM-40 is evaluated highly in the worldwide market. "Now it is in Europe, Germany, France, The Netherlands, Austria, Portugal, Spain, Czeck Republic, Poland. In other markets, Australia, Morocco, Indonesia, Venezuela, Peru, Malaysia, Philippines, Pakistan, UAE, SAUDI Arab, the RM-40 is moving as well. Another new function - liner-less label use, is very well accepted by many customers around the world, in addition to receipt/ECR functions. And the hanging version is added to the model variation of the RM-40 Series."



Sales news from India

SM-300 with DIGINeT software picked up by GIANT Hypermarket



India is the center for World-class IT Industry, Software, Biotech, Pharma and R & D, and now global food manufacturers and retailers have dashed into the market sensing the big potential. This creates a big demand for modernization by food retailers.

Here is the sales news brought to us at the end of August by Prabhu Chandran, Managing Director of Essae-Teraoka Ltd. "I am happy to inform you that we have bagged a prestigious order

from GIANT Hypermarket for SM-300 with DIGINeT software for all their stores in India."

GIANT hypermarket is operated by the "RPG group" in India through joint ventures and their supermarkets on the other hand is managed under the brand name of FoodWorld. GIANT and FoodWorld are positioned as one of the biggest and most successful Food retailers in India. They have collaboration with Dairy Farm International and GIANT Asia."

GIANT hypermarket in Hyderabad already uses 4 units of SM-80, which were installed in 2001 and has been in good operation for the last 2 years. Essae-Teraoka's good service support and branch network and the quality of SM-80 have been highly appreciated. That is the background for the new order of SM-300 this time, and we were able to bag this



order in spite of very stiff competition from big brands and reputed global scale manufacturers.

The installations will commence in November 2003. The SM-300's are scheduled to be installed in eight new stores to be opened in Mumbai, Hyderabad, Chennai, and Bangalore (where our head office is located), over the next one year."

Mr. Chandran concluded to say, "Although this may be a small order, I think this could pave the way for many more such installations in Hypermarkets and Supermarkets throughout the country. The market size for these types of products is growing rapidly."



Sales news from UK

Mail Boxes Etc, the world's largest non-food franchise, selected DIGI

John Tooher, Managing Director of Marsden Weighing Machine Group Ltd., DIGI distributor in the U.K., reported the business progress with Mail Boxes Etc.

"Mail Boxes Etc, with over 4,500 centres worldwide, headquartered in U.K. and U.S.A., has chosen DIGI to supply the standard weighing equipment for their UK franchise operations. Fifty franchise operations have already opened in the UK with many more planned.

"Mail Boxes Etc have standardized with the DS-160 for weighing parcels up to 150 kilos and the DS-671 for letters up to 3 kilos. These products were chosen for their reliability, combined with the quality reputation of DIGI and the efficiency of Marsden's operation in the UK. Marsden is now the official supplier of all the weighing equipment used at Mail Boxes Etc."



John Tooher, Managing Director of Marsden Weighing Machine Group Ltd. (right) with John Keith, Northern Sales Manager

Marsden, successfully marketing DIGI Industrial scales.

Shi Guo Xing, Managing Director of Shanghai Teraoka Electronic Co., Ltd. reported, "We can see a big growth of sales of various low end industrial scales in the U.K. this year. The SCS platform scale (up to capacity 5,000kg), the DS-500, the DI-600/DI-600S are selling very well within a very short period after the launch of these models, with Marsden's industrial expertise and reliability from industrial customers for long years. Marsden will make a plan to introduce the DC-250 Series, a new high-end counting scale system shortly."

Another sales breakthrough to Welcome Break, the UK's largest independent operator of motorway service areas

Marsden successfully secured a contract with Welcome Break, the UK's largest independent operator of motorway service areas. This is to supply the price computing scale DS-685B into their mini supermarket operations. The contract was done in June 2003 and the first 40 machines have been installed.

Welcome Break is committed to offering travellers the very best break on the motorway and to ensure that their customers receive the highest levels of service, are updating their motorway service areas, of which they have 23 sites across the country, serving over 73 million customers each year.



Gerard Brooks of Marsden Weighing Machine Group Ltd., reported the news, "another sales breakthrough to Welcome Break"

They are aiming to change the way people think about motorway services by providing more relaxing environments, better value for money, increased choice and quality of service and have chosen Marsden/DIGI to support them in their project. So far they have bought 80 units of the DS-685B's with more purchases planned.

(Reported by Gerard Brooks, Industrial Sales Executive of Marsden Weighing Machine Group Ltd.)

New location of Marsden

Marsden has recently moved their Head Office operation from Reading to a beautiful old building right in the center of Henley on Thames, with easy access for rail and close to major highways and Heathrow Airport.

The new address is:
Marsden Weighing Machine Group Ltd.
47 Market Place, Henley on Thames, Oxon. RG9 2AD U.K.
Tel: +44-845-130-7330
Fax: +44-845-130-7440



Marsden's new head office - the historical atmosphere building



Sales news from Netherlands

“Jumbo”, a fast growing supermarket organization in the Netherlands, chooses DIGI Wrapper, AW-3600CP Auto in 2003

Job Baars, Sales & Marketing Manager of DIGI Netherlands B.V. reports DIGI's strength of AW-3600CP Auto.

“We have successfully installed the 5 units of AW-3600CP Auto in the last 4 months into 4 different supermarkets of the Jumbo supermarket organization. The Jumbo supermarket organization is at this moment a fast

growing organization in the Netherlands with now 60 supermarkets. The market share was 1.7 % in 2001 and

has expanded and now is 3% in 2003.

“Since 1995, DIGI Netherlands has installed 24 × DPS-3600, 25 × FX-3600 and 7 × AW-3600 AT machines into the organization. At the introduction of the “CP Auto” at the National Food Week Exhibition held in March, Mr. Rob de Bruin, Unit Manager of product management for meat, fish and convenience of Jumbo, immediately saw the benefits of the AW-3600 CP Auto. The wrapping speed and the friendly way of labelling in combination with the nice investment cost made him decide to go over to the “CP Auto” where our DIGI Wrapper FX-3600XL capacity is not sufficient for their operation.

“In September, Jumbo opened their latest and biggest supermarket in The Hague with 3200 m² net shop floors. For their expectation of a fast growing turnover in the meat section, Mr. Rob de Bruin selected AW-3600 CP Auto and ordered two machines for the butcher department.”

Job Baars, is pleased to announce

another order of total four units of AW-3600 CP Auto and FX-3600XL machines, all to be installed within the year 2003. DIGI is very proud to provide the best choice to meet customer needs among a



Mr. Rob de Bruin, purchaser of Jumbo, states presently the DIGI wrapper AW-3600CP Auto is the best price/performance combination in the market.



Michel Westerveld, key account Manager of DIGI Netherlands B.V., demonstrates the AW-3600CP Auto with hand scanner for traceability to shop personnel.

DIGI SM-500 picked up for Carrefour, Plaza Singapura, the 2nd hypermarket store in Singapore, opened on October 1st.

A total of 22 units of SM-500's were installed with three variations - Bench, Hanging and Self Service type to meet their operation needs, and linked in a wireless network.

Takashi Katayama, Managing Director of Teraoka Weigh-System Pte. Ltd, was honored to be invited to Carrefour's new store opening ceremony in Singapore on October 11th and conveyed our appreciation to Carrefour's executives.



SM-500EB in operation at fish sales counter

SM-500BS - Self Service type



Events & Exhibitions

Polagra 2003 in Poland

Polagra 2003 was held in Poznan from Sep. 16 to 19. Yakudo Plus Sp. z o.o. exhibited a wide range of the DIGI product line (Service Scale Printers from RM-40 to SM-700, Price Computing and Counting Scales, Scale Platforms, Floor Scales and Printers). The Prepack Scale Printer was also presented along with the AW wrappers and the WI-3600E. Mariusz Jamro, Yakudo's Vice President reported, "We are very satisfied with the results of the exhibition, especially because of many serious visits from the food industry sector as we are trying to increase that part of our busi-

Hideo Ando (left) and Ms. Helen Xu (2nd from right) from Shanghai Teraoka Electronic Co. Ltd, Ms. Aleksandra Kuryatto-Gradalska (2nd from left) and Mariusz Jamro (right) from Yakudo Plus.



Yakudo's modern-style booth construction

Teraoka Tokyo private show, "New Balance Fair 2003" concluded successfully

Teraoka Seiko Co., Ltd. (Teraoka Tokyo) organized private shows in nine locations in Japan. It started at first in Nagoya on May 21st, and then was held in Sapporo, Sendai, Fukuoka, Takamatsu, Nagano, Osaka, Kagoshima nationwide and finally concluded in Tokyo on Sep 10 and 11th. At the Fair in Tokyo, the customers numbered more than 1400 people from 1200 retailers only for the two-day private exhibition, targeted for Tokyo-area customers. At the New Balance Fair 2003, Teraoka Products mainly for retailers and the food industry were presented, including new products just introduced or to be released shortly. The POS registers received lots of attention for the demonstration of the Self-Scanning system that Teraoka Tokyo will soon launch in the domestic market.



Information counter



SM-4600 new concept design attracted the attention of visitors



Demonstration of "Traceability"

European Wrapper Service Meeting, held on Sep 13-14 at DIGI France

Thirteen DIGI members from 8 countries (Belgium, Canada, Germany, Denmark, France, Japan, Norway and Sweden) gathered at the Paris office of DIGI France S.A. Maurice Veltz of DIGI France who organized the meeting,

reported, "The purpose from this "Brainstorming" was to discuss together about technical problems, and it was very interesting to compare the field knowledge from each country and to find some solution to elevate DIGI wrappers'

The attendants at the service meeting

- Luc Goolenaers, DIGI Belgium NV
- Brian Meyer, DIGI Canada Inc.
- Sten Vesterager, DIGI System A/S
- Renald Ringuette, DIGI France S.A.
- Alain Detrousselle, DIGI France S.A.
- Didier Durand, DIGI France S.A.
- Dominique Joffre, DIGI France S.A.
- Maurice Veltz, DIGI France S.A.
- Alexandre Heymann, DIGI Deutschland GmbH
- Steffen Henning, DIGI Deutschland GmbH
- Satoshi Ueno, Teraoka Seiko Co. Ltd.
- Gunnar Delvken, Antonson AS
- Henrik Wiik, Grums Vagservice AB/Teraoka Seiko Co., Ltd.



AW-3600AT



DIGI Wrapper specialists at DIGI France S.A.'s Paris office

DIGI presented at a Show of System U

DIGI France S.A., we had a very good show at System U where over 13,000 people visited. They were stores owners, department manager and employees.

At the show, the big subject was traceability, which was demonstrated at many different areas to show the visitors how the back office could now send the traceability to DIGI machines.

The show was held at a two-story facility which System U built for the purpose. The first floor was constructed for the store, where DIGI machines were put at many different locations. On the second floor, DIGI had the booth.

DIGI is the only supplier for wrappers approved by System U. DIGI is also listed for the counter scale together with two other brands, Berkel and Mettler. At the show, some new development was done with DIGI counter scales and wrappers for the traceability, which System U uses at meat counters.



DIGI France's booth on the 2nd floor

At this show we presented the SM-700 and a new counter scale system. The distinguished color display feature brought the attention of the customers.

We also presented in the DIGI stand on the second floor, the wireless communication of DIGI scales and wrappers with a PC.



SM-700 in the center of attraction at the Show of System U

We are very proud to say that DIGI and DIGI France was evaluated highly by System U who have 768 stores in France and some overseas. The traceability feature of the DIGI Wrapper will help with sales growth over the next 12 to 18 months.

(Reported by Renald Ringuette, Managing Director of DIGI France S.A.)

DIGI Family News

Datecs establishes DIGI well in Ukraine, shortly after the launch

Datecs Ukraine JSC helps DIGI quickly gain hold in the Ukrainian retail market. Anton Denysenko, Project Manager and Retail Sales Manager of Datecs Ukraine JSC, reports about their business and his impression of DIGI.



AMCTOP hypermarket in Donetsk

“Our main asset is a professional team that is able to solve different problems and meet requirements of different customers. From international retailer chains like BILLA, to many shops and stores throughout Ukraine, our database includes over 10,000 customers. This success is based on a modern system of cooperation comprising more than 10 partners overseas, and more than 500 local partners.

“Datecs Ukraine JSC, a member company of the Systema Group, was founded in 2002 and started selling DIGI scales and wrappers. By 2003, almost all big customers installed DIGI in their new superstores. Today’s DIGI customers include such big

Ukrainian companies as Fozzy group, Furshet, Velyka Kishenia, EKO, national superstore chains, Begemot, Krai, TIKO market superstore chains and KARAVAN Megastore hypermarket in Kiev. Other DIGI customers include: ATB market,

Hypermarket Amstor, as well as Obzhora, Target, Lvivholod Cash&Carry and Rorus superstore chains.

“Success in the industrial area includes the first installation of the high-speed weigh labeler HI series for Nasha Riaba poultry factory and many installations of SM scales for meat procedure plants in Luhansk, Melitopol, Lisichansk and Dnipropetrovsk. Metro Ukraine installed the first FX-3600XL in their first Cash&Carry, which opened in August.

“Through my visits to Teraoka/DIGI production points in Singapore and Shanghai, I was really impressed. Shanghai Teraoka Electronic Co. Ltd., has a solution for any customer’s inquiry and if it doesn’t already exist will

try to find it in the shortest period of time. This approach is very good. At Teraoka Weigh-System Pte. Ltd., I met the best software specialists and engineers and each of them asked me: how is business in the Ukraine, are there any problems with the equipment, how can we help you. I felt that each person cared. Each of them is a member of a big DIGI family and I also felt that Datecs Ukraine now is a part of this. It was an inexpressible feeling.

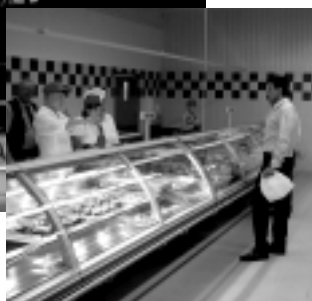
Datecs’s strategy and marketing.

“We offer to the customer not just equipment but solutions for different business areas. We have a special approach for each customer and for each special project we discuss with DIGI and ask for their recommendation. Every day we ana-

lyze the market and look for new segments to include a new model. SYSTEMA dealer’s chain has more than 600 representatives around Ukraine. Every month we hold two training sessions for them, one for sales managers and the



From left to right: Viacheslav Chekunov - the head of Commerce Department, Alexei Mostibrotski - sales/project manager, Anton Denisenko - sales/project manager, Vladimir Petrovich Kravchenko - Director of Economics, Igor Velerievich Lazarev - General Director.



SM-300 in operation at an AMCTOP hypermarket store



DS-860FS, scanner scale installed at a checkout counter of ATB-market superstore chain in Dnipropetrovsk city, in the eastern part of Ukraine. Presently more than 40 units of DS-860FS were installed, and another 40 units will be installed in 10 newly opened superstores by the end of the year.

other one for technical support specialists. We do everything possible for creating a good image of DIGI products and the brand name in both the retail segment and the industrial area.

Message to DIGI family.

“First of all, we want to express our deep appreciation to all DIGI family mem-

bers who helped us at the start of our business with DIGI and still help us now, and special thanks to our colleagues Yakudo Plus Sp. z o.o. in Poland. Of course we will be very glad to share our small experience if anybody has questions. Your contact will be most welcome. We want to say that DIGI’s motto “Searching for a New Balance” is the evidence that DIGI is always looking for new ideas and new solutions. DIGI does not sleep but every day explores the market and customer demand and only with the cooperation of a supplier such as Teraoka/DIGI, will future successful business be possible.”

Systema Group, the mother company of Datecs Ukraine JSC, was established in 1994 and their main business is to provide equipment and solutions for retail trade, restaurants and service. They are known as a leader in their markets. The group business includes a total line of equipment for retailers: POS systems and scales, scanners and barcode printers, theft protection equipment and consumables suitable for every application.



“Margo 2003” - one of the most popular and famous exhibition in Ukraine.



Teraoka Tokyo celebrated the 69th Anniversary of the foundation on November 4th in Tokyo.

President Kazuharu Teraoka made a speech to encourage about 400 attendants from Teraoka's staff to strengthen their resolve toward each growth target. Taking the opportunity, President Teraoka showed his appreciation to individuals who have contributed to Teraoka for long years, sales branch managers for their drastic sales growth, and Hiroyuki Nakazato received an award for his contribution to the sales growth in Eastern Europe, Russia and Ukraine.

DIGI, a hallmark of reliability for customers worldwide



Editor's Note

We are very pleased to announce to you that DIGI News Bulletin has set up a new topic, "DIGI HALL OF FAME" to show our appreciation to DIGI family members who have contributed to the marketing of DIGI products for long years. From time to time, we would like to induct DIGI family members with our sincerely appreciation.

Time has quickly flown by. I hope you will have a nice plan for the holidays with your family. I am looking forward to receiving your news worldwide for the next publication of DIGI News Bulletin. Please feel free to contact us directly at the Editorial office. (Yoshiko)

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