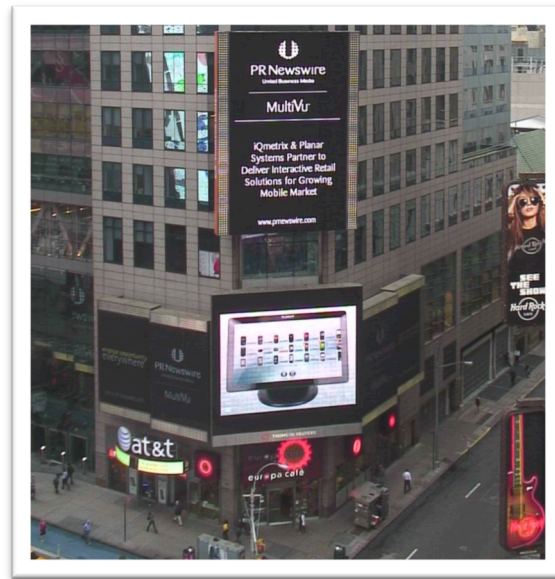


Planar Displays have energized SaskTel Stores

XQ paired with Planar to provide a best-in-class retail solution.

With the installation of superior quality displays in SaskTel stores, Planar Systems has officially become iQmetrix's preferred hardware supplier for XQ Interactive Retail.

Since April 2011, XQ applications have been running on Planar's touch screens in three newly designed SaskTel stores. Responses from both customers and employees demonstrate a confidence across the company in running XQ on Planar's interactive displays. SaskTel will continue rolling them out to all of its locations across Saskatchewan.



iQmetrix-Planar partnership announcement in Times Square.

"Combining leading software with our leading hardware, we can expose the value to our customers and really deliver a great experience to their customers"



**Cris Derr, Director of Product Marketing,
Planar Systems Inc.**

Following the iQmetrix-Planar partnership announcement on Sept. 21, 2011, Cris Derr, Planar's Director of Product Marketing has expressed his excitement over the deal.

"Planar System offers one of the best interactive touch display technologies in the market, but without cutting-edge software like XQ, they are just displays. Combining leading software with our leading hardware, we can expose the value to our customers and really deliver a great experience to their customers."

Enhancing the look and feel of the store.

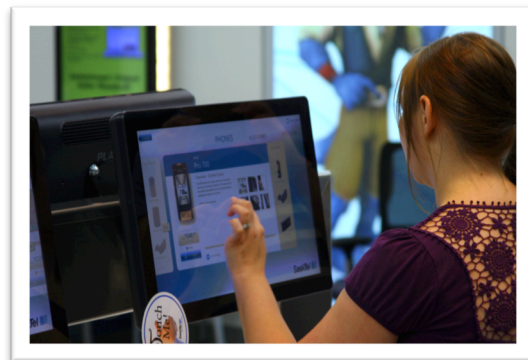
Planar touch screens are engineered to be extremely intuitive, especially when paired with XQ's consumer-facing applications. Beautiful and bright displays have energized the atmosphere in SaskTel stores, attracting customers into the store and increasing the opportunity to sell products.



"Our customers constantly comment on the overall sleek design and brightness of the store," says Joel Ganong, SaskTel's Marketing Manager.

"Our employees love it too. They said the combination of cool design, music and hands-on technology makes them feel like they aren't in Swift Current," adds Ganong. "A 15-year-old walking into the new store for the first time and said, 'This store is sick!'"

Designed to deliver a touch-centric experience, Planar's sleek displays use similar touch technology found in a variety of smartphones. The display is extremely responsive, allowing customers to interact with XQ applications in the most natural way. Customers enjoy a smooth and seamless experience while engaging with XQ Browse or XQ Stream screens.



Planar's XQ Browse screen at SaskTel store

"Our goal is that customers do not think about technology itself but the experience they're getting when they are exploring the answers to their questions," adds Planar's Cris Derr.

SaskTel post-contact surveys have shown that customers are extremely likely to recommend this SaskTel store to others. The likelihood to recommend the Saskatoon store scored a 10 out of 10, according to Ganong.

Eliminating hassle by offering an all-in-one package.

Searching and evaluating for the best hardware solutions can be time consuming. Even with the high price of the hardware, there is no guarantee it will perform well.

iQmetrix eliminates both hassle and risk for XQ customers by ensuring that all recommended hardware delivers the best customer experience. With Planar's compelling offering exclusive to iQmetrix, XQ customers are guaranteed to receive the most powerful, user-friendly and unified retail solution at a very competitive price.

"Customers are extremely likely to recommend our store to other customers."



Joel Ganong,
Marketing Manager,
SaskTel

"For me the purpose of our two companies coming together is: figuring out the hardware and software for customers and making it simple for them," says Derr. "We work together so it doesn't become a technological problem but a retail solution."

Offering customers peace of mind.

With more than 10 years of experience in the touch technology, Planar's displays offer end users the most intuitive and dependable technology available on the market today. All the touchscreen monitors are built to ensure high reliability without screen drifting – this eliminates service downtime.

"We have the best displays in the market and we back them up with a 3-year Planar Customer First™ warranty with 2-day advance replacement - simply unmatched in the display industry right now," says Derr.

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