

****For Immediate Release****

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**Customer Solutions Group to Showcase Digital Folio Platform
in Microsoft Booth at National Retail Federation's "Big Show"**

Innovative Multi-Channel Solution Improves In-Store Conversion and Brand Loyalty

Denver, CO – January 6, 2010 – Customer Solutions Group, LLC (CSG) today announced it will exhibit its Digital Folio retail solution for Microsoft Surface in the Microsoft Booth (# 836) at the National Retail Federation's "Big Show" January 11 and 12, 2010 in New York City. The annual NRF show runs January 10-13 at the Javits Center.

In addition to the Digital Folio retail application, CSG will also showcase two new solution developments at the Big Show: Digital Folio's new Mobile Photo Interface that allows photographs taken with a consumer's mobile device to be part of the shopping experience on a Surface unit, and a new social-media application that delivers aggregated industry and manufacturer news feeds in the multi-touch environment.

Digital Folio (www.DigitalFolio.com), which is completing an initial in-market experiment with Best Buy, is CSG's patent-pending multi-channel solution that ties together web, mobile, in-store, and staff interaction into a compelling, value-driven experience which can be configured and white-labeled for retailers as a full-service offering. The solution also incorporates advanced content aggregation and artificial intelligence focused on making retail shopping easier and more compelling through seamlessly integrating information like third-party reviews, price/product comparisons, interactive demonstrations/media, product manuals, firmware updates, and other information.

From the consumer's perspective, Digital Folio enables seamless, efficient customer experiences by extending on-line research to in-store interactions. After adding products and details such as photos, specs, and third-party reviews to a Digital Folio file on a personal computer or laptop, a consumer can access that file anywhere, including in-store on a Microsoft Surface. Such personal research on purchase options can then be shared with an on-site salesperson; compared side-by-side on the Surface; augmented by additional information provided by a salesperson; and analyzed until a product is selected and the purchase completed.

The new Digital Folio Mobile Photo Interface CSG will unveil at the Big Show allows a consumer to snap photographs using their mobile phone and immediately store those photos in a Digital Folio for instant access on a web-enabled computer such as a Surface unit in a store. Photos of a potential theater room, for example, could be taken and filed for such instant on-site access, allowing a consumer to share them with a salesperson and learn quickly which available theater room options—from electronics to seating to décor—would work for that particular space.

Microsoft Surface is an innovative computing platform that responds to touch, natural hand gestures and real-world objects placed on the display, providing effortless interaction with information and digital content in a simple and intuitive way. With a large, 360-degree, horizontal user interface, Microsoft Surface offers a unique gathering place where multiple users can collaboratively and simultaneously interact with content and each other. In addition, Microsoft Surface provides businesses with unique value in delivering information and services in a more friendly way allowing better engagement with their customers.

CSG also will showcase a new social-media application that aggregates feeds from various Twitter sources as well as user-generated content and displays them in a dynamic and interactive fashion on the Surface. This tool allows a consumer to truly get a feel for the “pulse” of a company—from its marketing efforts to its inventory scope to its customer service philosophy—based on news and reviews and product-update Tweets from manufacturers, industry partners, and media resources. The interactive display of this information on Microsoft Surface allows consumers to draw from hundreds of sources in an intuitive and user-friendly manner. Additionally, CSG’s custom multi-touch browser allows consumers to see and interact with the content behind Twitter URLs.

“We are very excited to have been selected by Microsoft Surface to participate in the Microsoft booth at this year’s NRF Big Show,” said Patrick Carter, president of CSG. “We feel the innovations Digital Folio provides allow retailers to innovate how they connect web, store, mobile, and staff into a seamless and more compelling collaborative experience. Digital Folio provides all this with a comprehensive measurement architecture focusing on driving the ROI associated with such a technology investment.”

Customer Solutions Group, LLC (www.CSGResults.com) is a Denver-based consulting agency specializing in Customer Experience Management (CEM) services and solutions. Focused on innovating customer experience across multiple channels such as on-site, on-line, and via mobile devices, CSG is also a Microsoft Surface Partner exploring the use of the Microsoft Surface as a business application platform. CSG’s Digital Folio represents the first comprehensive remote platform management system to incorporate the Microsoft Surface and its software as a managed device.

