

Liberty™

THE POWER OF
digitalRF™

Checkpoint® 

Liberty is simply the most advanced EAS solution available to today's retailers. By combining next-generation Digital RF technology with robust communications and remote alarm data-capture capabilities, Checkpoint's new family of antennas delivers superior performance to maximize loss-prevention effectiveness in any store environment.



Checkpoint's CheckPro Reporter™ software supports automated alarm analysis:

- Liberty can initiate voice alarms and track alarm counts/times at each antenna location – so you can step up security efforts at high-alarm locations and peak alarm times.

View real-time data and easy-to-read reports

- Checkpoint's optional CheckPro Reporter software generates easy-to-read reports for in-depth analysis of alarm events from multiple store locations. View minute-to-minute alarm data using any computer on your network, in-store or a thousand miles away.

Use CheckPro Reporter software to analyze alarm events, pinpoint trouble areas and target loss-prevention efforts most effectively.



Checkpoint redefines EAS performance with value-added 2-way communications

Liberty takes RF-EAS detection to the next level...

Liberty™

Remote system monitoring maximizes reliable operations:

- Using Liberty's true two-way communications interface, Checkpoint technicians can monitor the system and troubleshoot problems remotely, minimizing service-related costs.



Liberty raises the bar for retail loss prevention and inventory management, with unprecedented performance characteristics.

Built on next-generation digital RF electronics from the global leader in RF-EAS and RFID, the Liberty family of antennas is engineered to meet the needs of retailers who want ultra-reliable detection and alarm analysis today—and the ability to migrate easily to RFID technology tomorrow.

- Checkpoint's patented, high-performance RF Digital Signal Processing technology filters out interference to deliver superior tag detection and virtually eliminate false alarms.
- Liberty antennas can be custom configured to adapt to each store's unique environment.
- Independent antenna alarms allow easy alarm identification.
- System indicator light eliminates need for manual test checks.
- Durable antenna packaging flexes on impact and protects electronics from dust and cleaning agents.

Value-added two-way communications

Maximum flexibility to suit any store environment



Advanced detection and exceptional alarm reliability

Superior form, function and durability

Be ready for the retail supply chain revolution.

The RFID revolution is approaching. Retailers can leverage their Liberty investment with a clear migration path to RFID applications—as they become available—in order to track, manage and protect inventory.

Liberty has been designed to support such expected RFID developments as:

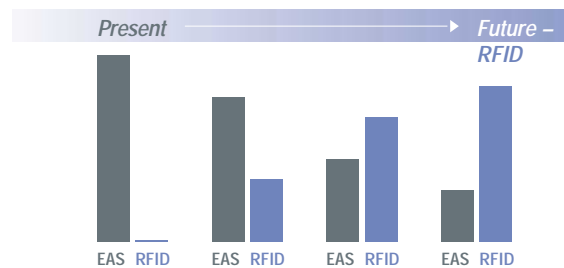
- Alarm response escalation based on SKU recognition
- Inventory reconciliation with identification of stolen items
- Loyalty programs for targeted marketing
- Customer self-checkout and customized discounts
- Intelligent shelf RFID applications

Engineered for durability and designed to deliver superior detection, as well as true two-way communications, Liberty represents the state-of-the-art in EAS technology today. And, with its sophisticated Digital RF platform, Liberty will continue to meet retailers' evolving needs for years to come.

Engineered for RFID upgradability

Checkpoint continues to meet retailers' needs as the industry moves toward blended EAS/RFID environments.

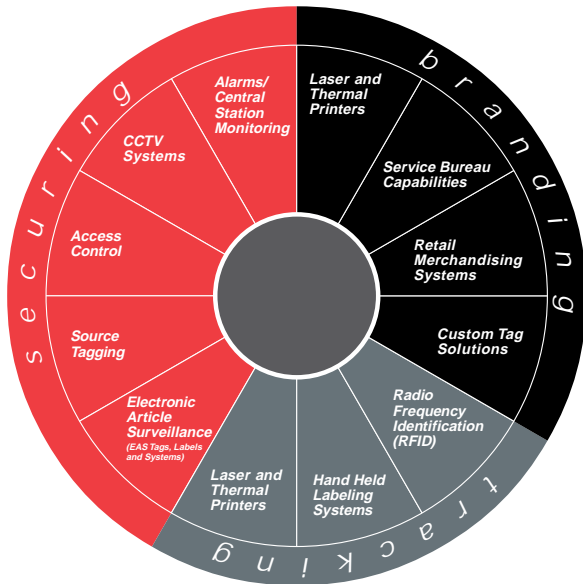
Checkpoint's Digital RF technology offers retailers maximum flexibility for the future. As emerging RFID applications become increasingly prevalent in the retail supply chain, Digital RF will support detection of both EAS and RFID tags, enabling retailers to take full advantage of both RF technologies.



Ideal platform for detection of both EAS and RFID tags

Optimal infrastructure for migration as blended EAS/RFID environments develop

The ultimate loss prevention/inventory management tool



Checkpoint offers solutions to:

- Control shortage losses from point of manufacture to point of sale
- Streamline supply chain tracking and inventory control
- Automate manifesting
- Provide authentication
- Enhance merchandising and customer service
- Combine merchandise branding, tracking and security in a single tag

Checkpoint's diversified product line helps customers prevent losses caused by theft and to cut costs through streamlined operations, enhanced inventory management and increased efficiencies throughout the supply chain.

One source for branding, tracking and securing merchandise worldwide

For nearly three decades, Checkpoint has developed and marketed application-specific radio frequency solutions for the retail market, including EAS and RFID. Along with its comprehensive labeling and ticketing capabilities, including service bureau and full-color printing, Checkpoint is uniquely positioned to deliver innovative, integrated supply chain solutions for the worldwide retail industry.

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Confidence. To do more.