



Media Kit
April 2011

Vocollect at a Glance

Vocollect, a business unit of Intermecc, is the number one provider of voice solutions for mobile workers worldwide, helping customers achieve a higher level of business performance through voice.

Fast Facts About Vocollect, a business unit of Intermecc

- Company founded in 1987
- Acquired by Intermecc in 2011
- Pioneered the use of voice in industrial settings and now leading in the Voice-Centric Warehouse Era
- Headquartered in Pittsburgh, with sales offices in London, Tokyo, Hong Kong, Singapore, and São Paulo
- Development offices in Pittsburgh and New Delhi NCR
- Over 300,000 users globally in 60 countries and over 35 languages
- Customer base of over 1,500 companies worldwide with solutions deployed in 4,000 warehouses and distribution centers
- More than \$3.5 billion dollars' worth of goods are moved daily using Vocollect solutions
- 400 Vocollect employees worldwide and a Global Channel Network of over 2,000 Vocollect Voice experts
- 61 patents issued, 49 patents in process

Leadership Team

Joe Pajer, President and Chief Executive Officer, Vocollect, Inc.

Roger Byford, Co-Founder, Chairman, and Chief Technology Officer

Steven M. Barto, Chief Financial Officer

Donna Mastandrea, Vice President, Operations

Rakesh Thapar, Vice President, Engineering

Gary Glessner, Vice President of Sales - Americas

Richard Adams, Vice President and Managing Director, EMEA

Larry Sweeney, Founder and Senior Vice President

Tom Upshur, Vice President, Global Services

Thomas H. Murray, Vice President, Product Management and Marketing

Vance Lau, Vice President and Managing Director, Asia-Pacific

Masahiko "Masa" Uchida, Managing Director, Japan

Keith Johnson, Vice President - Public Sector

What We Do

Whether it is selection, replenishment, put-away, cycle-counting, cross-docking, or door-to-door material movement operations, companies that demand the highest levels of business performance select Vocollect.

Our dynamic and flexible solutions integrate with all major warehouse management systems (WMS) and enterprise resource planning (ERP) systems, including SAP, and support the industry's leading mobile device solutions. We offer customers worldwide increases in business growth and improved competitive advantage, and the ability to:

- Scale their business processes to meet changing channel fulfillment requirements with greater throughput while reducing the need for additional facilities
- Support changing and expanding safety mandates and regulatory requirements, such as the FDA Bioterrorism Act requirements (21 CFR 1.327(b))
- Grow and attract new business by offering greater fulfillment capabilities and dramatically reduced cycle times for improved customer service
- Respond to seasonality of businesses with streamlined on-boarding of new associates and related training, while cross-training existing staff during peaks

With Vocollect, organizations realize improvements in productivity, performance visibility, government regulatory compliance, scalability, accuracy, customer satisfaction, training time, and operational efficiency and value add. A broad range of professional services ensures maximum customer and partner value on an ongoing basis.

Why Vocollect

The answer is as simple - Vocollect is the only company dedicated to voice that offers customers optimized end-to-end voice-centric warehouse solutions that support strategic business requirements.

With Vocollect, you can protect existing business and attract new business by enhancing customer satisfaction with improved accuracy – making “Perfect Orders” and on-time delivery across flexible fulfillment timelines possible. We offer the high level of associate visibility and floor accountability required by management to make effective strategic business decisions related to operational efficiency. Our hands-free, eyes-free capabilities mean improved safety for your workers, while the flexibility and configurability of Vocollect's solutions provides you with efficient support for SKU proliferation and product mix churn. Changing and expanding safety, compliance and regulatory mandates are easily managed by our robust solutions. Worried about integrating with your existing IS infrastructure? Don't be: Vocollect leverages best-practices implementation methodology for rapid deployment so you're up and running in a matter of days and weeks

Maintaining your competitive edge in this ever-changing and highly competitive global market requires greater efficiency, scalability of processes for business peaks and valleys, and improved end-to-end management – Vocollect is your solution.

Our History - How Vocollect Began

Roger Byford, today Chairman of the Board and Chief Technology Officer of Vocollect, Inc., was pounding the trade show floor to make contacts when his ears perked up. Managers at a General Mills plant outside of Chicago wanted a new inventory control process and were interested in using Vocollect's fledgling voice recognition system. Would Roger be willing to come to Illinois and work with the company to create the new system?

"I was practically in my car before the show ended," Byford says. "Our company was 18 months old and we had yet to make any significant inroads into industry. This was just the toe-hold we needed to get started."

For months, Byford routinely made the 10-hour drive – each way – to St. Charles and back because budgets were tight. "The clients at General Mills felt so sorry for me that they'd load up my trunk with their institutional food products, such as 10-pound cans of spaghetti sauce."

But that client – and possibly the spaghetti sauce – helped Vocollect endure its first tenuous years in business. Today, Vocollect is a highly respected global company whose brand Vocollect Voice literally talks hundreds of thousands of people with mobile jobs through their daily tasks, replacing traditional work lists and cumbersome data capture methods with personal voice dialogues.

With over 390 employees worldwide and over \$100 million in annual revenues, Vocollect remains the world's largest voice provider in industrial settings. How did the company grow into such a powerhouse? The same way most entrepreneurial companies do: by having a vision, making mistakes, continually refining its products and persevering.

From Humble Beginnings...

In the early 1980s, Westinghouse Electric started up Westinghouse Voice Systems to commercially market voice applications. Their leader for that operation brought in Roger Byford who recruited colleague Larry Sweeney, and Bob Salicce was hired from outside the company to focus on marketing.

The team created a desktop-sized device and piloted it with some automotive clients. Through this process it became increasingly clear that the product simply wasn't practical enough to support people who moved around a great deal to do their jobs. Thus, some walkie-talkies were brought into the mix; but the idea seemed ahead of its time.

Then one day, an engineer working at the company brought in a portable CD player, which was new to the market. "We gathered around this small lightweight stereo and Larry and I thought to ourselves, 'If that manufacturer can get all the necessary components inside this small box, surely we could do the same for voice'."

By this point Westinghouse was rapidly losing interest in its fledgling business. But Byford, Sweeney and Salicce saw a golden opportunity. "We recognized the incredible industry potential of voice recognition," Byford explains, "and frankly, we didn't want anyone to get there before we did."

The three decided to strike out on their own. Over the next year, they talked to more than 100 potential investors about their vision. Only two chose to partner with the young company, but that was all they needed to begin their journey.

Motivated by the challenge, the founders crafted a new goal: to combine sophisticated voice recognition with lightweight portability. At the time, it was a lofty challenge. Originally, it seemed like the best industrial market for voice would be in the manufacturing sector. Indeed, Vocollect introduced voice into several automobile manufacturing plants, including Ford Motor Company in 1989.

Although there were early adopters like Ford and General Mills, Vocollect couldn't crack the mainstream market, and sales remained flat. After all, voice applications in the workplace was a new concept in the early '90s and as such, businesspeople were hesitant to try it.

During an especially slow period, a five-year stretch when the founders wondered whether or not their vision would ever be realized, not a single employee left Vocollect to seek work elsewhere. "Because we were committed to our employees," Byford says, "they were committed to us."

Furthermore, the original investors continued to show their support. "In this sense, our experience, when compared to other entrepreneurial endeavors, was very atypical. Because our investors were not institutional, but private, they remained committed to our vision despite the slow growth."

A Culture of "Jobs Without Ceilings"

One element that helped keep employees motivated was a strong employee-focused corporate culture.


"Early on, we decided the company would offer what we called 'jobs without ceilings,' Byford says. "We wanted to build a business that would keep on growing and creating opportunities for everyone. The focus, in other words, has always been on the employee. We don't come to work to make investors wealthier, although they certainly deserve, and have received, a good return on their investments. Instead, we've always focused on providing opportunities for employees to grow and excel."

In the mid 1990s, two things happened to catapult the company forward: 1) Vocollect introduced the first one-piece, self-contained wearable computer, which brought the ability for workers to easily select products from distribution center (DC) shelves without having to continually handle a cumbersome device, and 2) a major hardware chain came to Vocollect seeking help with order selection in its distribution centers.

"The light bulb went on," Byford explains. "It became immediately clear in working with that client that distribution – not manufacturing – was the function where voice would be most immediately valuable." By late 1996, more than 100 wearable computers were being used at one global retail giant's one-million square-foot food distribution facility.

The company's strong and consistent performance continued in 2000 when the firm sold its 3,000th wearable computer and introduced the fourth generation of its software products.

This new market focus, combined with the ability to provide lightweight voice units, caused business to flourish. More corporate heavyweights signed on. Smaller grocery chains began to follow their lead and sales began to surge. In 1996, the company recorded almost \$1 million in annual sales. In 1997, that grew to \$3 million; in '98, to \$6 million. By 2001, there were over 150 million Vocollect Voice transactions per day worldwide.



And today, as a business unit of Intermec, Vocollect has over \$100 million in annual sales. The lion's share of the food and grocery distribution industry worldwide uses Vocollect Voice, and sales have catapulted into other industries including retail, third party logistics and healthcare. Today, hundreds of thousands of workers on six continents use Vocollect Voice in more than 35 languages.

Instead of resting on its laurels, Vocollect continues to invest a significant percentage of its annual revenues into research and development each year. The goal? To further expand the potential of voice and continue to create "ceiling-less" opportunities for its employees. Already, the company has entered the healthcare arena and provides voice applications to skilled nursing facilities through its wholly-owned subsidiary, Vocollect Healthcare Systems.

As the company has grown, so did its need to recruit industry leaders to create a solid management team. By early 2010, Vocollect had assembled one of the most experienced management teams in the industry whose focus is to continue Vocollect's history of leadership in the voice industry.

According to Joe Pajer, President and Chief Executive Officer of Vocollect, "Voice technology is expanding globally, to new vertical industries, beyond large warehouses and across the workflows within the warehouse. Vocollect is the leader in all of these areas. I am looking forward to continuing that leadership – creating significant value for our customers and changing the way distribution centers and warehouses operate across the globe."

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#1 in the Business of Voice™

Published by Vocollect, Inc.
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