



Where Collaboration Leads To Innovation



We Create 

Creating Shopping Experiences That Drive Purchases.

A consumer stands before your retail display. Do they purchase or not? This moment of the truth is culmination of months of hard work. From research to concept to prototype to production, you've spent a lot of time and money creating a branded shopping experience. But have you created "Yes"?

At AMD's Retail Innovation Center, you can answer this question – and many more. Our ground-breaking facility uses a "test and learn" approach to fine-tune retail concepts long before costly rollouts expose weaknesses or a lack of alignment.

At the Retail Innovation Center, groups of stakeholders join together – shoppers, retailers, brand managers, along with AMD's designers and engineers – to test and validate retail concepts. It's a highly effective way to ensure that your retail concepts are right for your brand – and your customers.

Test A Wide Range Of Strategies.

The Retail Innovation Center is a place to capture and test key shopper insights, then put these insights into action, creating what Apple co-founder Steve Jobs called "insanely great shopper experiences."

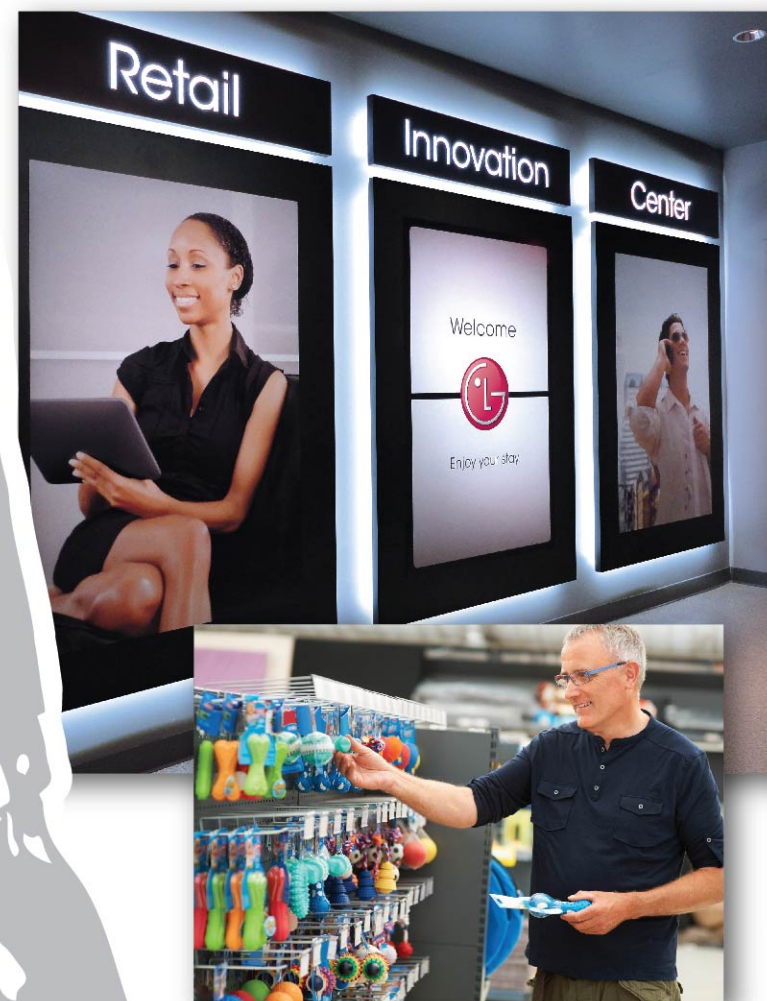
Whether you're testing fixture prototypes, store within a store installations, graphic executions, packaging, or conducting product research, the center is the perfect place for gaining real-time consumer feedback.

Unlike a traditional focus group venue, the Retail Innovation Center is just steps away from AMD's design and manufacturing facilities. This placement provides immediate access to a vast amount of brainpower and resources, allowing us to make modifications to your concepts and displays quickly and seamlessly.

Collaboration Leads To Innovation.

It's amazing what can be accomplished when a group of smart, dedicated people get together. At the Retail Innovation Center, your brand management group can devise, observe, and evaluate prototype tests alongside AMD's project development team. The collaborative and inspirational atmosphere encourages discussion and brainstorming without waiting for research reports, putting you one step ahead of the competition.

The Retail Innovation Center is extremely convenient, too. Your prototypes and materials will already be located at our facility, so they don't have to be packed, shipped, assembled, and returned to AMD. Plus, the center's size allows us to accommodate installations of practically any dimensions.



At AMD's Retail Innovation Center, you can:

- Proactively identify challenges facing key stakeholders.
- Establish a reliable process for converting insights into effective shopper marketing programs.
- Explore the latest retail marketing technologies – including the strongest and slickest materials, the latest loss prevention ideas, and the smartest tools to gather and share data.
- Discover or test shopper insights to create actionable data points.
- Ensure "retail reality" by making sure your concepts fit the product, aisle, shelf, truck, and pallet – as well as your budget.

Comprehensive Services At A Comfortable Location.

Centrally located, Chicago offers a diverse population base for recruiting research participants. From consumer basics to luxury goods, a broad range of product categories can be conveniently tested at the Retail Innovation Center.

The center is also a wonderful place to showcase your ideas to colleagues and VIPs. AMD's facilities are a short drive away from both of Chicago's airports, with many world-class hotels and restaurants nearby. If you like, we will help you plan your visit, arrange transportation and catering, and assist with any other details.

See The Future Of Retail Testing. Schedule A Visit Today.

To fully realize the power and capabilities of the Retail Innovation Center, you need to see it for yourself. Call us today to hear more or schedule a tour. You'll soon see why the Retail Innovation Center at AMD is the finest place in America to create "Yes." **800-367-9999**



About The Retail Innovation Center

In an industry where emotional connections and rich experiences are more important than ever, the Retail Innovation Center helps you turn shopper insights into brand loyalty – and brand loyalty into real revenue growth.

- The Retail Innovation Center is a multi-purpose Retail testing facility that supports client/agency collaboration in both physical and virtual space.
- Provides platforms for research, prototyping, training webinars, focus groups, video conferencing and retail environment product sampling and demonstration.
- Comprises 3 distinct venues: Retail Innovation Lab, Experience Center, Visualization Center.
- Retail Innovation Lab, an in-store marketing playground which provides a tactile opportunity for clients to understand the materials, technologies and design ingredients that ultimately support the desired merchandising and or display concept.
- Experience Center – A facility that is used to emulate general retail environments for contextualizing specific merchandising implementations.
- Visualization Center – A facility that can project specific retail environments in virtual space as a backdrop against which merchandising concepts can be evaluated in context.

About AMD Industries

AMD specializes in designing, engineering, and producing retail marketing programs. Since 1922, we've been a total solution provider for clients of all types and sizes. Our job is to help you more relevantly and successfully engage consumers at the point of sale. We're focused on creating "Yes" in the hearts and minds of customers who are bombarded with a bewildering number of choices each day. For more information, visit www.amdpop.com.

www.retailinnovationcenter.com

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