



News & Events

[Press Releases](#)
[In The News](#)
[Events](#)
[Media Contacts](#)

Ritz Camera Centers Chooses New Java POS From Datavantage

November 8, 2004 - Cleveland, OH - Datavantage, a subsidiary of MICROS Systems, Inc. (NASDAQ: MCRS), announced today that Ritz Camera Centers has selected Datavantage Xstore(tm) as its new point-of-sale (POS) and store management application. The largest retail camera and photo chain in the United States, Ritz Camera Centers is headquartered in Beltsville, MD and operates over 1,100 photo locations and over 110 Boater's World Marine Centers. The retailer will implement Xstore, the new Java-based POS from Datavantage, in both store formats on a Linux operating system and a PostgreSQL open-source database.

Ritz Camera selected Datavantage Xstore because its Java architecture allows choice in selecting operating system and database. Xstore offers a dynamic user interface that is easy-to-use and shortens training time for store associates. Xstore also includes the deal pricing accuracy and labor management tools Ritz Camera sought to improve its store efficiency and enhance its customer service experience.

"Our existing POS had served us well over the years, but it lacks the flexibility and functionality available in an open-source, Java-based platform such as Xstore," said Bob O'Hern, Vice President of Information Systems for Ritz Camera Centers. "Additionally, our desire is to work with a developer that has extensive experience in developing other POS applications. The team at Datavantage offers us the technology and POS expertise that we are seeking."

Datavantage currently supports more than 200 retailers with a variety of field management solutions, including store systems, business analytics, and marketing applications. Datavantage Xstore, developed in a J2EE Java environment following NRF ARTS industry standards and offering many deployment choices, is the company's fourth POS application. It continues the Datavantage design philosophy of focusing on ease-of-use and deep functionality, while maximizing extensibility and flexibility capabilities made possible on a Java platform.

Ritz Camera's selection of Datavantage Xstore is a bold statement and endorsement of the maturity of our new application," said Chaz Napoli, President of Datavantage. "We are encouraged to have our new POS chosen against the competition based on its architecture, usability, and functionality, and we look forward to partnering with Ritz Camera on the implementation."

About Ritz Camera Centers, Inc.

Ritz Camera Centers, headquartered in Beltsville, MD, is the largest retail camera and photo chain in the United States with over 1,100 store locations in 45 states and the District of Columbia. The Ritz Camera Centers chain of stores includes Ritz Camera, Wolf Camera, Kitz Camera, Inkleys, and The Camera Shop. All stores have Big Print Central Departments offerings both traditional and digital prints "in minutes." Ritz Camera Centers, Inc. also owns and operates Boater's World Marine Centers, a leading marine specialty retail chain with over 110 stores nationwide.

About Datavantage

Datavantage Corporation is a retail technology management company that helps retailers gain a better competitive advantage in multi-channel marketing, streamlined operations, reduced shrink and increased productivity. Headquartered in Cleveland, OH, the wholly-owned subsidiary of MICROS Systems, Inc. serves retail chains of all types, nationwide and worldwide. MICROS stock is traded through NASDAQ under the symbol MCRS. Further information on the company, products, and services may be found at www.datavantagecorp.com.

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