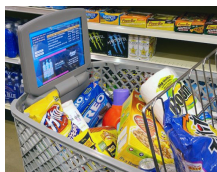


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By: Marius Oiaga, Technology News Editor



The next-generation shopping cart with MediaCart digital screen
Microsoft

[Windows and Microsoft's Atlas at the Heart of Next-Gen Shopping Cart](#)

MediaCart, Microsoft and Wakefern team up to deliver the next-generation shopping cart

With all forms of traditional content and media following the general online migration trend and becoming more and more digitized, why should your buying experience be any different? Well, Microsoft is riding the digitization wave to ensure that it won't. The Redmond company has teamed up with MediaCart and Wakefern, in order to serve consumer ads in the very moment they are making the purchase. For this, the three companies are getting ready to test-drive the delivery of next-generation digital grocery shopping cart that comes with an extra bonus... a targeted ad experience. You can access the image at the top of this article, in order to get an idea of what the next-gen shopping cart looks like. "In working with companies like MediaCart, we're continuing to push the envelope in the digital advertising realm to enable new and innovative ways for advertisers and agencies to create brand loyalty and engage with their target audiences in a highly relevant, measurable and targeted way. Digital advertising opportunities are expanding rapidly into new areas, as many of consumers' daily activities, such as shopping, become increasingly 'connected,' and Microsoft is committed to working with advertisers and agencies to take advantage of these opportunities as they unfold", revealed Scott Ferris, general manager of the Advertiser and Publisher Solutions Group at Microsoft. According to the Redmond company, shoppers will be able to enjoy a more personal experience, while advertisers will be able to reach consumers at the very point of purchase. The video ads will be delivered on the MediaCart grocery cart screen via Microsoft's Atlas, the advertising platform that Microsoft acquired concomitantly with aQuantive. All the parties involved in the cart prototype testing claim that the ad targeting is anonymous, even though there is a customer loyalty card program in place. "Through the powerful combination of Microsoft and MediaCart, we are providing our customers with a cutting-edge shopping experience, unmatched in the industry. This is an exciting step in our ongoing commitment to meet and exceed the needs of our shoppers and stores", stated Joseph Colalillo, chairman and CEO of Wakefern.