

# Shoe Retailing T O D A Y

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## Aetrex Offers Hi-Tech, Viral Marketing Tool



Larry Schwartz

Aetrex Worldwide Inc. has introduced the iStep Wave, the first completely wireless foot scanning technology that captures the three essential elements of feet—foot size, arch type and pressure points. Utilizing Aetrex's 360° Wireless Technology, the iStep Wave is operated with a handheld device, enabling the sleek flat screen monitors and foot scanners to be placed anywhere in the store.

"The iStep Wave is the most revolutionary technology ever developed for footwear retailers and professionals," says Larry Schwartz, Aetrex CEO. "It will dramatically elevate their image, allow them to capitalize on cutting edge marketing techniques and enable them to provide an extraordinary customer experience."

The iStep technology was created to provide assistance in selecting footwear and orthotics that help people remain active, fit and injury-free. For more than eight years, footwear retailers have used the iStep as a helpful selling tool. Now they can not only place the technology anywhere in their stores, they can leverage the MMS and e-mail wireless communication technologies to extend the message of foot health.

With over 5,000 retailers using the iStep system today, and thousands of scans taken every day, enabling the iStep Wave for digital communications

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ple, the Internet radio site Pandora fits perfectly with the young adult category. "We don't push consumers to make a choice," Palermo notes. "We simply offer great styling with top-level performance, excellent prices for the value, and all kinds of green initiatives."

Timberland supports their retailers

was a natural progression for Aetrex, which is known for spearheading innovations in footcare technology.

The iStep Wave features 3,744 gold-plated barometric sensors and 1,326 infrared LEDs that create a two- or three-dimensional blueprint of the foot in less than 30 seconds. The foot scans are displayed in real time and customers are immediately sent MMS or e-mail messages of their scans. Once they receive the message, they can easily share it with friends and family.

"By empowering the consumer with the electronic scan of their own foot, they too can become an advocate for foot health," adds Schwartz. "Consumers, particularly a younger, savvy audience, are sure to embrace the wireless technology."

To help retailers ride the Wave, Aetrex developed the Next Wave Package Agreement enabling them to get the iStep Wave via rental, purchase or, based on product purchases, free.

Aetrex Worldwide is an industry leader in pedorthic footwear, the leading manufacturer of mid-priced orthotics and the No. 1 provider of foot scanning and measuring technology for shoe retailers.

with co-op and other discretionary funds, customized ads, and point of sale displays. For 2010 they plan to expand their in-store advertising with new signage, video monitors, more robust displays and imagery, and other innovative ways to drive sales.

The company is very excited about upcoming new product introductions

The New Jersey-based \$60-million dollar corporation was founded in 1946 and remains privately owned by the Schwartz family



for three generations. For additional information, please visit [www.aetrex.com](http://www.aetrex.com). ■

that will include even more advanced comfort technology, as well as improved anti-fatigue features adapted from their PRO division.

Tom Lucas wants all their retailers to know that "Timberland recognizes the talents that independents bring to the table, and we sincerely appreciate all their efforts in today's environment." ■