

# NSRA OnLine

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## Aetrex Introduces iStep 9

Aetrex has launched its most advanced foot scanning software with the release of the iStep 9.0. The company says the latest hardware and software incorporated into this version should drive increased sales for retailers, offer powerful analytics and provide a platform for mobile and social media marketing.



The iStep, pioneered by Aetrex 11 years ago, has historically featured sophisticated digital foot scanning technology, providing consumers with a foot scan that quickly identifies foot size, arch type, pressure points and orthotic recommendations individually selected for their feet. iStep 9.0 has been upgraded to include more than 25 interactive apps, a simplified user interface, high-tech animations and marketing tools.

"By integrating wireless digital foot scanning, cloud computing and interactive 'app' based software, iStep delivers increased sales and an authentic high-tech shopping experience for customers," says Aetrex CEO Larry Schwartz. Additional benefits for retailers include an enhanced six- or 12-month "Reminder" function that allows retailers to automatically email consumers to visit the store for a re-scan. Consumers can access their scans from any mobile device even after they have left a store. For more information, visit [www.aetrex.com](http://www.aetrex.com).