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SIX IN TEN SHOPPERS THINK THEY CAN PAY BY FINGERPRINT IN 2015

First global study into the future of retailing reveals a shopping revolution is just years away

TORONTO, May 1, 2008 – Biometric fingerprint payment, interactive dressing room assistance and intelligent shopping trolleys could depart the realms of science fiction for the real world, as a TNS study reveals that new technologies look set to revolutionize the way we shop.

Six in 10 Internet-connected consumers across the globe believe that they will be able to pay for purchases using just their fingerprint by 2015 – with this innovation rated top by the greatest proportion of people questioned. The UK is most in favour of this shopping solution – with 31 per cent giving it their thumbs up. Canada ranked slightly below average with 24 per cent in favour, but above their neighbours to the south. In the United States, 19 per cent support the concept.

In TNS's *New Future In Store* study, unveiled today, a confident 73 per cent of shoppers say that they expect to be using interactive touch-screens in dressing rooms to communicate with sales assistants by 2015. For Canadians, the interactive dressing room rated highest among all future retail technologies presented, in terms of both appeal and likelihood to use.

Interestingly, as with fashion, shopping priorities change dramatically between countries. While Chinese consumers rate the concept of an in-store holographic sales assistant far above other countries (named as first choice by 59 per cent compared to an average of 23 per cent), German shoppers are far more concerned about having a body scan to help their clothes to fit.

Consumers across Canada, the US, Europe and Asia ranked these concepts among a range of futuristic product innovations which look set to revolutionize the way we shop over the next decade. Next generation Web-based services, new technologies and the need for tighter security and faster shopping will drive demand – with concepts as far-fetched as networked refrigerators automatically ordering groceries likely to fuel new product developments.

Barry Lemmon, Global Head of TNS Retail & Shopper Insights, said: “There’s no doubt that we’re into a time of transition in retailing – and for consumers, the look and feel of a shopping experience is set to change beyond recognition. In our increasingly hurried culture, shopping experiences that free up time are likely to rank top – as shown by this first study into the future of retailing. But despite a desire to save money and time, most consumers are not going to be prepared to swap good traditional service for technology – shown by the noticeable lack of enthusiasm for holographic sales assistants.”

TNS’s *New Future In Store* report surveyed 4,500 primary household shoppers online in eight countries – Canada, China, France, Germany, Japan, Spain, UK and US – and asked them to comment on 12 innovations.

Other result highlights include:

- 41% of consumers see biometric fingerprint payment as having ‘high appeal’ – rising to 69% in China but falling to 24% in Germany
- 81% of consumers believe collaborative product development Web sites will be in use by 2015. Canada rated higher than average in both appeal and likelihood to use
- The concept of receiving product sales and promotion information via mobile phone (based on location) rated lowest among the future retail technologies surveyed
- North American consumers are most keen on ‘smart’ shopping carts – consumers in France and Germany are least interested
- 3D body scanning is most popular amongst Germans (21%) compared to an average of 12%

- Spaniards are keener than other Europeans on the concept of a fridge networked into other devices to order groceries and have them delivered. 29% of Canadians claim they would likely use this technology, a rate slightly below the average
- 59% of Chinese consumers rank a holographic sales assistant as their top innovation – while Japanese and British like this least, at 15%

Siemon Scammell-Katz, Managing Director of shopping consultancy TNS Magasin, said: “Technology will be pervasive in 2015 and this will drive more change in the way consumers shop in the next 10 years than it has in the last 20 years. We know that shoppers are frequently overwhelmed by too much choice and the need to shop in minimal time, and these innovations will provide welcome reassurance and help. What is interesting to see is the differences in priorities between countries – in the global marketplace, it looks like there will still remain a need to tailor stores and experiences to give local people what they want to aid their shopping trips.”

Note to editors:

New Future In Store surveyed 4,500 primary household shoppers online in eight countries – Canada, China, France, Germany, Japan, Spain, the United Kingdom and the United States. The data were collated and analyzed in February 2008.

About TNS Retail & Shopper Insights

TNS Retail & Shopper Insights is a specialist area of expertise that helps leading consumer products manufacturers and top retailers gain actionable insights into the shopper environment. TNS has built a unique offering that tracks the entire ‘shopper journey’ (before shoppers enter a store, as they walk around a store, at the point of purchase, and after they have selected a product for purchase). Equipped with the latest technology and research techniques, a team of TNS retail and shopping experts is forging global partnerships with some of the world’s best-known manufacturing and retail brands.

About TNS Canadian Facts

TNS Canadian Facts (www.tns-cf.com) is one of Canada's most prestigious full-service marketing, opinion and social research organizations.

About TNS

TNS is a global market information and insight group.

Its strategic goal is to be recognized as the global leader in delivering value-added information and insights that help its clients make more effective business decisions.

TNS delivers innovative thinking and excellent service across a network of 80 countries. Working in partnership with clients, TNS provides high-quality information, analysis and insight that improve understanding of consumer behaviour.

TNS is the world's leading provider of customized services, combining sector knowledge with expertise in the areas of Product Development & Innovation, Brand & Communications, Stakeholder Management, Retail & Shopper and Customer Intelligence. TNS is a major supplier of consumer panel, media intelligence and audience measurement services.

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Media Contacts:

Kerry Gilfillan

Vice President, Retail and Shopper Insights, Canada

Tel: (416) 924-5751 x275

e-mail: kerry.gilfillan@tns-global.com

David Stark

Vice President, Public Affairs

Tel: (416) 924-5751 x238

e-mail: david.stark@tns-global.com