

**Welcome to the April 6, 2004, edition of the Association Mail...**

A Letter from the Executive Director

**Good Vibrations**



You can always count on the onset of spring and a shot of warm temperatures to fill the air with pleasant feelings. But something else is blowing around these days for us kiosk folks, and it's the good news that we have returned to a growth mode, and that our industry is poised for a revival.

Summit Research says in their 2004 report that last year, about 397,000 kiosks worldwide stood duty. This year, the report predicts, the number will rise to 461,000, and that by 2007, the total will balloon to 738,000. Frost & Sullivan's March report calls for revenues to swell from \$463 million to more than \$800 million by 2010.

Fueling this growth is the increasing number of verticals adopting the use of kiosks, led primarily by the retail and financial industries. Summit says North America will show the most growth, with Europe coming in a close second. As we see it, the market expects the retail industry to claim the greater percentage of the expansion.

I hope all of these predictions come true, but if the industry changes as Gordon Short, president and CEO of MetalFX, believes, the very make-up of our industry will be rocked.

Gordon believes that our industry is too fragmented, with too many profit centers. He sees too many players with fingers in the pie, with too few multiple one-stop solution providers. (Approximately 20 percent of our members identify themselves as total solution providers).

How much longer will this industry go before more of what Short calls "commoditization" occurs? Internet Kiosks and Photo Kiosks arguably are already in this position. Some have said that a kiosk that solves a particular problem cannot come from a box on a shelf, but why can't a box with different software solve similar problems in different industries?

I agree with some of what Gordon says. If his crystal ball is correct, we are in for some major shifts. That \$810 million in 2010 could be shared by many fewer people, but our industry as a whole might be considered significantly more viable. I wonder!

Short goes on to say a lot more in his article. I would encourage you to read it at [http://www.kioskmarketplace.com/research.htm?article\\_id=18479&pavilion=156&step=story](http://www.kioskmarketplace.com/research.htm?article_id=18479&pavilion=156&step=story).

You can check out the Summit Research report at: <http://www.summit-res.com/kanditreport.html>.

If you have thoughts on where our industry is going and how it's going to get there, you might want to let us all in on them. Let me hear your comments.

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## Retail Systems 2004

Mark your calendar now to attend The Retail System Show, May 17-19, 2004. Mc Cormick Pl., Chicago, IL.



Kiosks.org Association will be co-sponsoring a Kiosk and Self-service center highlighting the application and benefits of Kiosk and Self-service technology in the retail, apparel, and consumer product manufacturing industries. Attendees will experience first hand cutting edge kiosk and self-service applications in the Kiosk and Self-service Technology Showcase.

## Waiting for their food, some diners can now send gifts

CHICAGO—Windy City restaurants Portillo's and Gino's have figured out a neat way to distribute their popular food items across the land: touchscreen kiosks located on site. Insight 360 Degrees, a Chicago-based website and business software provider, is the technical brainchild behind this marketing push. Customers use the kiosks to order and ship the restaurants' signature mail-order foods anywhere in the United States. Gino's touts its deep-dish pizzas, while Portillo's promotes its "Chicago-Style Hot Dog" and "Italian Beef Sandwich." [Read more..](#)

## Kiosk technology helping drinkers know when to say 'when'

Imbibers blow into the machine through a straw, triggering the blood-alcohol measuring system, and the feedback comes both from a computerized voice and in large LED bright, flashing lights. [A kioskmartplace.com feature.](#)

## Who's who: Checking in with Hamed Shabazzi

Fortune 50 companies are downright eager to do business with Hamed Shahbazi, chairman and CEO of [Info Touch Technologies Corp.](#)

In his seven short years at the helm of the kiosk security and management software solutions provider, Info Touch—a Burnaby, B.C., public company—has struck gold with some of the nation's corporate Goliaths. [Read more..](#)

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