



Robocom to Feature Innovative Mobile Solutions for Productivity and Field Level Traceability at PMA Fresh Summit 2010

Farmingdale, NY and Markham, ON, October 14, 2010 – Robocom Systems International, a provider of Supply Chain Execution Software announced today that it will introduce support of its Warehouse Management System (WMS) and Field Level Receiving applications on mobile devices such as the Apple iPad™ at Booth **1009** at the Produce Marketing Association’s Fresh Summit 2010 October 16 – 18th in Orlando, FL.

Traceability and food safety are critical issues facing the produce industry and Robocom continues to deliver solutions which address these issues by bringing the point of entry for traceability data to the field where product is harvested. With the use of mobile devices such as the Apple iPad™ information about the characteristics of each specific lot of product can be entered immediately and easily at the moment the product is packed in the field. The chain of custody of data is established the moment the product is picked and product can be traced within moments should a recall be required for any reason. The availability of this information will allow produce industry users to achieve even greater use of the productivity and product rotation features embedded in the WMS, assuring they can meet customer demand with greater profit.

“Robocom continues to be keenly focused on the needs of the leaders responsible for the day-to-day results in produce food safety, warehousing and distribution center operations,” said Fred Radcliffe, Robocom’s President. “Providing use of our solution on mobile devices like the Apple iPad™ answers the requirements of the industry for efficiency in entering traceability data at the point where product is picked in the field. We are excited about the use of mobile devices and the benefit it will bring to the produce industry. This new development continues our leadership in food safety and distribution in the industry.”

For more information and a demonstration of our mobile solutions visit us at Booth **1009** at Fresh Summit 2010 from October 16 – 18th at the Orange County Convention Center in Orlando, FL or contact us at sales@robocom.com.

About Robocom – Robocom is a leading supplier of supply chain execution software and services, founded in 1982, with offices in New York, Toronto, Minneapolis and Europe. Robocom’s products include industry-specific Warehouse Management Systems, Transportation Management System, Voice Picking and Labor Management System. We enhance, implement and support robust and efficient software that performs as predicted and yields the positive business results your enterprise demands. For more information go to <http://www.robocom.com>.

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