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Subject: Fleetwood announces a new compact interactive voting keypad for advanced audience response applications

FOR IMMEDIATE RELEASE

Fleetwood Group, Inc., the leading North American designer and manufacturer of radio frequency (RF) keypads purpose-built for audience response and interactive voting applications, recently added a new group response system to its popular Reply® product family.

Fleetwood's intellectual property portfolio, industry knowledge, and RF design and manufacturing skills have combined to create another portable solution for interactive meeting, market research, classroom learning, and other feedback activities that the industry commonly labels as 'audience response', 'group response', or 'interactive voting'. "This new system is based on the Reply Plus Model WRS7200 keypad, and it was designed to harmonize a wide range of interactive features into a single product that we can sell at an appealing price." said Hugh Harper, International Sales Manager for the Electronics Division of Fleetwood. He added: "Audience response is so much more than just answering a multiple choice question at a special event. Audience response is now becoming a mainstay in more complex interactive environments such as governance meetings, medical education, focus groups, auctions, and more. We have to keep innovating because the market is now using our products in more diverse and sophisticated situations."



*Reply® Plus
Model WRS7200
Wireless Keypad*

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Audience / group response systems commonly require: 1) a PC; 2) a base station attached to the PC for collecting responses from keypads; 3) software running on the PC to manage the collection and sorting of the audience's keypad data, and 4) a video device to display questions, response graphs, and other information to the audience. Together WRS7200 wireless audience response keypads and a WRS970 base station comprise a versatile two-way interactive voting system that includes these features:

- [Keypad] Small, slim case houses a multi-function keyboard and an easy-to-read LCD display.
 - Lightweight and compact (30% smaller than the popular Reply® Worldwide keypad).
 - A multi-line LCD displays:
 - User entries up to 12 characters, including numbers and symbols.
 - Text messages from system to keypads (“Vote Now”, “Lunch Time”, etc.).
 - Confirmation of individual response acceptance and correctness of the response.
- [System] Two-way spread spectrum radio employing an advanced communications protocol.
 - Frequency hopping delivers high immunity to interference, plus an integral Wi-Fi avoidance feature helps the system seamlessly operate amidst other wireless devices.
 - Long range (over 500 feet) and high system capacity (31 base IDs, each capable of managing 500 keypads per base station, allowing 15,500 keypads per room).
- [Base Station] Multiple connections to the PC are standard, including USB and Ethernet.
 - Allows easy placement at any site.

The look, function, and price of this new keypad are significantly different from any other one Fleetwood builds. “Our new system that includes the WRS7200 keypad is just one element of Fleetwood’s plan to continually improve and expand our family of Reply products. While size makes the Reply Plus pad an ideal tool for audience response professionals who routinely ship large numbers [of pads] to multiple locations, its features and affordability are what will give it a significant competitive edge.” explained Heather Waller, Fleetwood’s Reply® Sales Manager.

Pat Moody, Vice President of Sales and Marketing for the Electronics Division commented: “Our dealers occasionally handle the products of other manufacturers, and so far we’ve received nothing but positive response from them about this product and our ongoing strategy to expand the Reply family. Many of them are planning to standardize on this new LCD pad and its [Reply® Worldwide] LED variant for their routine rental offerings, reserving our big [Reply® IQ] LCD pad for more specialized

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applications. We also expect this product to be a very popular design when end users decide to buy their own systems. Its sleek package, multiple features, and a low price will compare very well against the few competitive products in the advanced audience response product segment.”

The Reply® Plus Model WRS7200 wireless handheld keypads and Model WRS970 base station are manufactured by Fleetwood’s Electronics Division in Holland, MI. Staffed with radio frequency experts and equipped for surface mount technique (SMT) manufacturing, this small business makes a big impact worldwide – especially in niche markets that demand electronic voting systems, focus group tools, group decision support systems, and student assessment devices. Fleetwood's Electronics Division designs, manufactures, markets, and manages the value-added distribution of several product lines of interactive meeting and learning tools. Its flagship product – the Reply ® Wireless Audience Response / Voting System (more info: www.replysystems.com) – consists of radio frequency (RF) keypads and audience polling software. Reply® systems are used in conferences, seminars, classrooms, focus group facilities, TV studios, and event venues to quickly survey and report the opinions and/or knowledge of participants.

Fleetwood Group, Inc. is a 100% Employee-Owned company, one of approximately 2,000 wholly-owned and 11,000 partially-owned organizations in the USA (reference: ESOP Foundation, www.esopassociation.org). In May 2006, Fleetwood was named the top employee stock owned company in the USA by The ESOP Foundation. Founded in 1955, Fleetwood continues a rich heritage of striving to be a Christ-centered organization. For more information about Fleetwood and its products, please visit www.fleetwoodgroup.com. Or call 616-396-1142 (or 800-257-6390 toll-free in USA). Give us a call! Let’s Interact!®



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