



## **MTI Unveils Freedom LP4, a 1:1 Merchandising System that Reduces Theft 70%**

*The first inline security system to provide all power and security in a single position, Freedom LP4 eliminates false alarms and enables live displays -- without any special tools required for installation.*

HILLSBORO, OR – Sept. 25, 2012 – MTI, a worldwide leader in interactive merchandising technologies, today unveiled [Freedom LP4](#), the most secure retail merchandising system available. It is the only inline system capable of providing one-to-one security and power for tablets, smartphones and low-powered consumer electronics. The technology behind LP4 solves the two most significant retail challenges: it [eliminates false alarms](#) and [reduces theft by 70%](#). Now available to order worldwide, LP4 was recently used by one of the world’s most-recognized brands to launch its new product.

Retailers and manufacturers are compelled to create a shopping experience that is flexible, functional and secure. Only LP4 offers power, security and alarming in a self-contained system, enabling the display of one or many live devices depending on the brand strategy. The key to differentiating a brand at retail is to offer shoppers a live, compelling display at the time of purchase.

“Freedom LP4 raises the bar for merchandising consumer electronics. Other so-called security products can’t match LP4’s functionality, durability or false-alarm performance,” said Eric Pitt, MTI Director of Product Development. “With LP4, retailers, manufacturers and fixture companies no longer have to make sacrifices when deploying a retail display.”

LP4 reduces theft by offering both intelligent electronic security and robust physical security. Proprietary CarbonTether™ eliminates “grip-and-rip” theft and has the industry’s highest cut resistance. LP4 is also compatible with [Shuko MX, MTI’s adjustable mobile-phone bracket](#), for retailers that wish to augment the physical strength of their [smartphone security display](#).

Multiple aspects of LP4 reduce the total cost of ownership, including MTI’s patented swivel that reduces wear and tear. This swivel minimizes the need to repair or replace system components and accelerates the return on investment of an LP4 deployment.

Daily maintenance is minimized with no special tools required for installation and easy-to-install, snap-in components. In addition, self-diagnosing intelligence allows store personnel to easily troubleshoot alerts, minimizing their time at the display

LP4 merchandises products in any 90-degree increment and on walls. Two- and four-inch risers are available in both black and white. The LP4 solution powers all smartphones and more than 80% of tablets, including all Apple devices.



### **About MTI**

For 35 years, MTI has developed technology that meets retailers' need to showcase a diverse range of consumer electronics and engage customers while delivering the highest level of merchandising security. Some of the world's most recognized brands and six of the seven largest retailers in the United States utilize MTI's cost-effective yet powerful Loss Prevention and Digital Signage solutions. MTI's retail-hardened products are engineered to last in the most demanding retail environments, reducing retailers' repair and maintenance costs and minimizing the total lifetime cost of ownership. With each new innovation, MTI marries retailers' demands with those of the end consumer, letting products and sales become the focus while security and infrastructure operate efficiently in the background. For more information, visit [mti-interactive.com](http://mti-interactive.com).