



RadioShack



INTRODUCING
**Verizon
Wireless
Center**
at
RadioShack

S t o r e D i s p l a y *G u i d e*

May 2001 Flyer 599

Flyer Dates: 4/26 To 5/26



Signs to Remove

(Check Box When Removed)



30"x 38" Window Banner (Non-PCS stores)(One)



30"x 38" Window Banner (PCS Stores)(One)



Counter Signs (Three)



Professional Antenna Installation Spinner Base Sign (One)



Antenna Spinner (One)



22" x 56" "A" Frame Sign (One)



MSN DSL Drop Down Sign (One)



FRS Easel (One)



22"x 28" Chrome Floorstand (One)



5" x 7" MSN DSL Tent Sign (One)



5" x 7" Mall Cube (Five)



Sprint Magnetic Topper (One)



Sprint Rebate Pad (One)



POS Monitor Bar Code Signs (Per monitor count) (Keep the holders)



Sprint Window Translight (One)



Sprint Wall Translight (One)



Sprint Small Translight (One)



Sprint Brochures (All)

Signs to Cover

Keep these "Generic" Direct-to-Home signs in the sign holder on the RCA DTH Floor Fixture. If there is a current DTH promotion, place these signs behind the signs referring to the current promotion.



DTH 25" x 7"



DTH 23" x 5"



DTH 11" x 17"
(Store this sign for future use.)



Antenna Spinner
(See Page 10)



Battery Spinner
(See Page 12)

Signs to Keep



22" x 56" Recruitment
(Back Room Door)



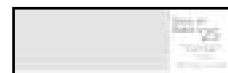
Internet Appliances
Corner Clings
(Two)



RSAP TV
Corner Clings
(13" TV's and
Larger)



MSN Monitor Toppers
(Three)



RCA Wireless
Speakers and
Headphones Rebate
Violators



MSN Violators
(Eight)

For missing or damaged POP materials call the
Circulation Desk at (817) 415-POP2 (7672)

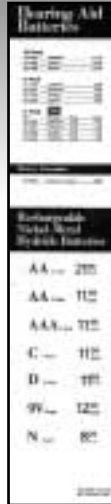
Signs in May



22"x 28" Chrome Floorstand (One)



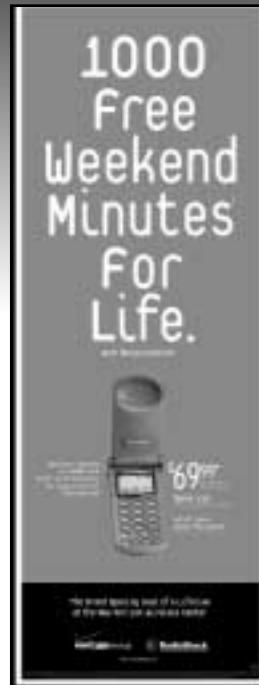
Antenna Spinner (One)



Battery Spinner (One)



Counter Signs (Three)



22" x 56" "A" Frame Sign (Verizon Wireless Stores)(One)



22" x 56" "A" Frame Sign (Cool Gifts/Non-Verizon Wireless Stores)(One)



26"x 42" Window Banner (Verizon Wireless Stores)(One)



30"x 38" Window Banner (Non-Verizon Wireless Stores) (DTH)(One)



5" x 7" Mailstation Sign (One) (See Page 8)



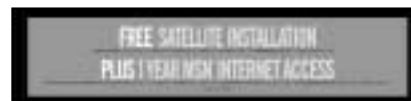
FRS Easel (One)



23" x 5" Sprint Floor Fixture Topper (One) (See Page 8)



DTH 11"x 17" (One)



DTH 23"x 5" (One)



Fact Tag Update (200 Tags)



DTH 25"x 7" (One)



DTH 5"x 10" Violator (One)



Speaker Mats (Eight) (See Page 10)



Cool Things/Cool Gifts Violators (Eight)



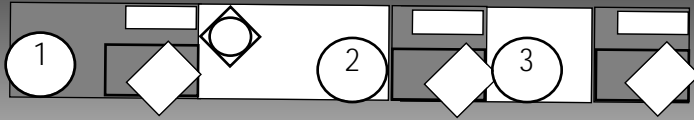
5" x 7" Window Cling (One)



5" x 7" Mall Cube (Five)

For missing or damaged POP materials call the Circulation Desk at (817) 415-POP2 (7672)

Counters



Display the counter items pictured below in one of the three product positions shown in the diagram above. Be sure to leave enough room on the counter to conduct business transactions.



1

**150-1993 4-in-1 Remote
with 230-0877 (4) Pack
"AAA" Batteries**



2

**630-0942/0976 Recording
Picture Frames with
230-0877 (4) Pack "AAA"
Batteries**



3

**630-1108 Small Recording Photo
Album with 230-0877 (4) Pack "AAA"
Batteries**

4 Principles Of Sales Readiness:

- 1- Everything On Display
- 2- Everything Is Priced
- 3- Everything Is Demo-Ready
- 4- Everything Is Neat, Cleaned And Spaced

Optional Counter Items:

- 1) 140-1185 Micro Recorder with 230-0873 (4) Pack "AA" Batteries and (2) Pack MC-90 Microcassettes
- 2) 140-1171 Digital Recorder with 230-0877 (4) Pack "AAA" Batteries
- 3) 630-1112 Magnifier with 230-0877 (4) Pack "AAA" Batteries

Mall Cubes

Cool Gifts/Great Gifts for Mom

Note: The items shown here are examples of merchandising ideas for the mall cube. Items, such as wireless phone sku's, will vary from store to store.

4 Principles Of Sales Readiness:

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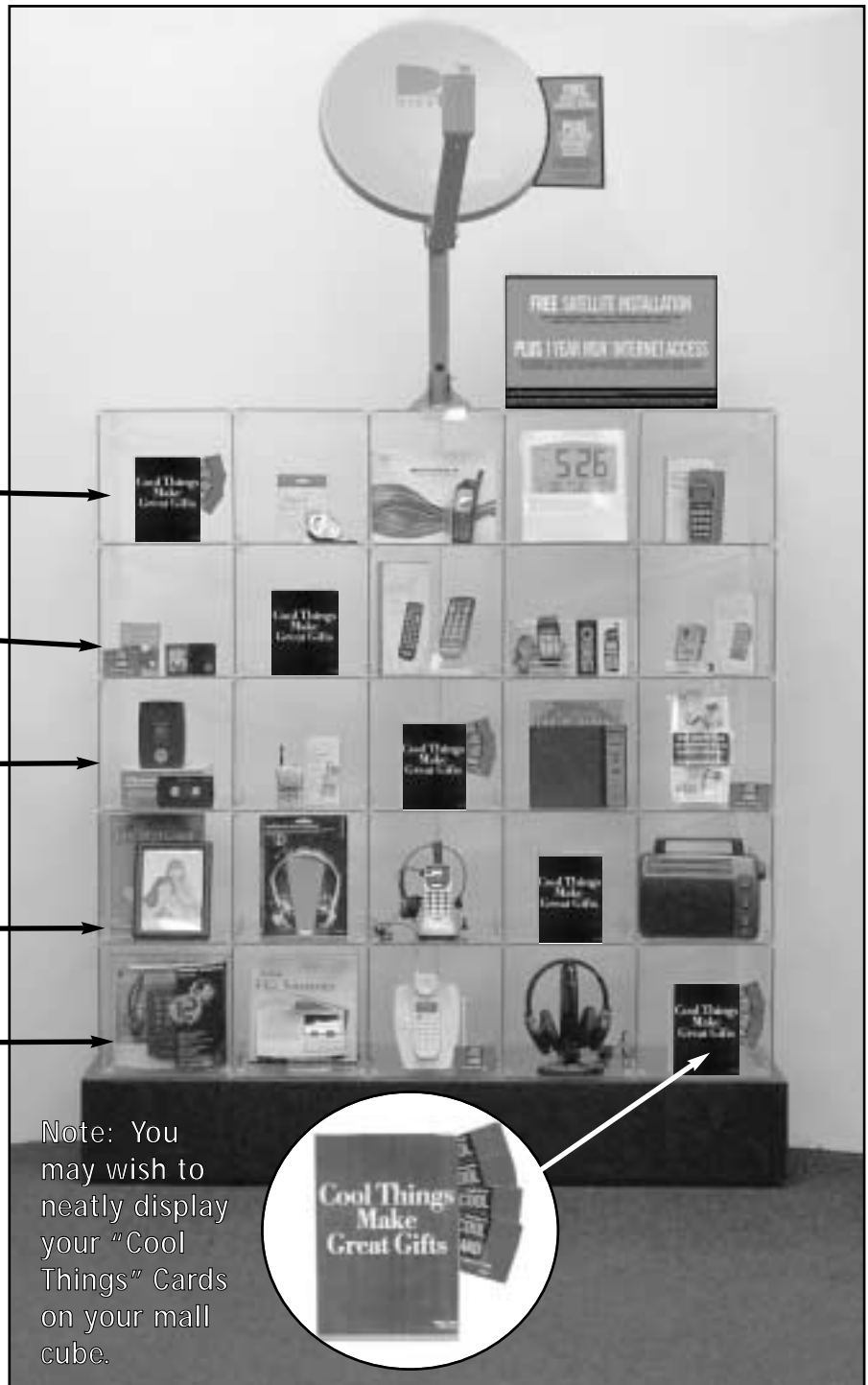
Top Row: 5 x 7, 630-1109, 170-1362, 630-0972, 630-1005

Second From Top Row: 630-0942, 5 x 7, 150-1991, 170-1322, 140-1183

Middle Row: 630-1007, 210-1859, 5 x 7, 630-1108, 170-0858

Second From Bottom Row: 630-0976, 330-1107, 430-1701, 5 x 7, 120-0887

Bottom Row: 430-2016, 210-1845, 430-3505, 330-1164, 5 x 7



Note: You may wish to neatly display your "Cool Things" Cards on your mall cube.





Connecting
People

Verizon Wireless Rollout

Verizon Wireless Help Line: 1-700-VERIZON

Verizon Wireless Launch Signs Placement



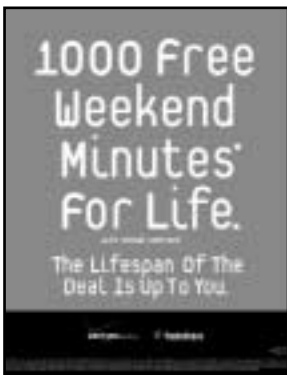
15" x 12" Counter Sign



10" x 33" Map Sign



The AAA Way:
Answer
Accessorize
Attach



15" x 12" Floor Fixture Signs - Right/Left (Two)



28" x 16 1/2" Floor Fixture Signs - Front/Back (Two)

- 4 Principles Of Sales Readiness:**
- 1- Everything On Display
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Connecting
people



Verizon Wireless Rollout Verizon Wireless Help Line: 1-700-VERIZON

The FRS Easel Display will now be displayed on a shelf in the Communications Section, FaxBack Document 41636, to make room for the Verizon Wireless Store-Within-A-Store.

FaxBack Document **64243** has been created to accommodate a new 4 ft Wireless Accessories section.



Promotional Sprint Floor Fixture

The AAA Way:
Answer
Accessorize
Attach

DETAIL
4th QUARTER
2007
SALES



Merchandise the **430-3550** VTECH 900MHz cordless phone on the base shelf with the product out of the box on top of the stack of product boxes.

Place the **430-1951** headset, next to the promotional phone. Other phones such as the **430-3205** and **430-3230** would be ideal to highlight for Mother's Day.

The items shown here are for example only. Use available on-hand stock to create an effective display that is full, clean, neat, and spaced.

It's Finally Here!

RCA

Connecting Places

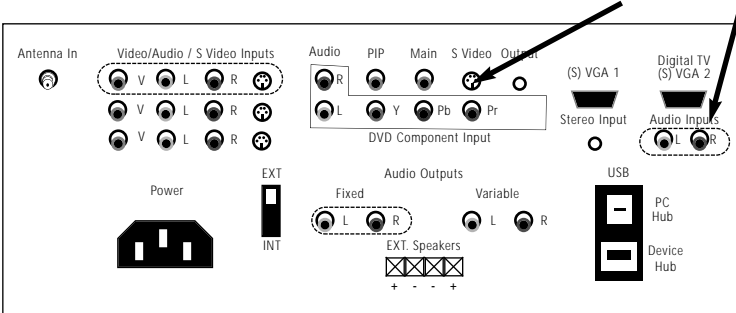


This is **H.O.T., H.O.T., H.O.T.** RadioShack has never had more for you to “O”ffer your customer. **UltimateTV** is here. The following directions will get your RCA Digital Entertainment Center ready for the **Ultimate** experience.

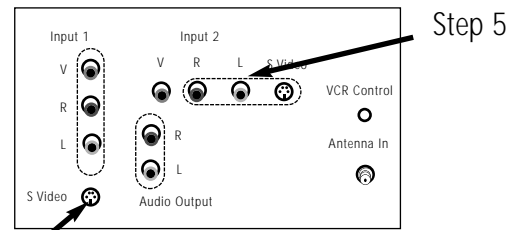
UltimateTV equipment problems call: (888)932-8854

DTV Activation call: (800)323-1994

36" Multimedia Monitor (160-3400) Step 4 Step 5



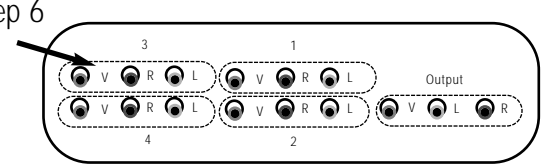
36" Analog Television (160-3405) Step 5



Step 6 UltimateTV (160-2607)



Stereo A/V selector (150-1956) Step 6



- 1-** Find the four coax cables coming from the satellite dish on the roof. The cables should be behind your RCA Digital Entertainment Center. They are labeled “Receiver 1, 2, 3 and 4”.
- 2-** Two of the four cables from the roof, as mentioned in Step 1, will need to be hooked to the “Satellite In 1 and 2” jacks located on the back of your UltimateTV Receiver. (It does not matter which two cables from the roof you use.) If you have the DTC100 (160-2566), the two remaining cables will be connected to it. If you do not have the DTC100, connect one of the two remaining cables to your Dual LNB Satellite Receiver (160-2605) and the other to your Single LNB Receiver (160-2602).
- 3-** Your UltimateTV needs to be placed in the center position under the 36” TV (160-3400 or 160-3405). If you have the DTC100, place the DTC100 Receiver on the left side of the UltimateTV and the Dual LNB Receiver (160-2605) on the right. If you do not have the DTC100, then place the Dual LNB Receiver (160-2605) on the left side of the UltimateTV Receiver and the Single LNB Receiver (160-2602) on the right. Refer to the FaxBack Document (58100 ,58101, 58102 or 58103) that corresponds to the size of your RCA section.
- 4-** Go from the “S-Video Out” on the UltimateTV Receiver to the “S-Video In” on your 36” TV.
- 5-** Run the “Audio L & R Out” from the UltimateTV Receiver to the “Audio L & R In” on your 36” TV.
- 6-** For Picture In Picture (PIP), connect the “Audio/Video Out 2” jacks on the UltimateTV to the “3” jacks on the Stereo A/V Selector (150-1956). If you have a DTC-100 you will have to unplug it from the Stereo A/V Selector to accommodate the UltimateTV.

Trivia Question # 1: What are the “4 Principles Of Sales Readiness”?

Connecting
places

RCA



UltimateTV.
from Microsoft



UltimateTV Activation

NOTE: Only turn on the UltimateTV to demonstrate. DO NOT leave on. Leaving your UltimateTV on will create a video delay.

You will need to do the following to get your UltimateTV activated:

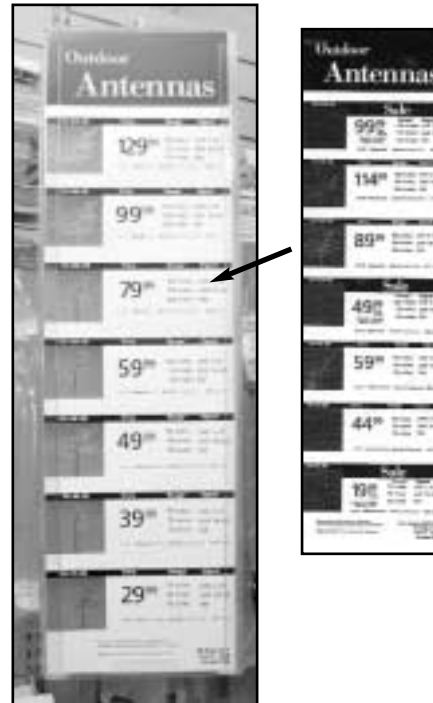
- 1- Write down the brand name, DirectTV account number (Contact your DSM if you do not know your account number) and model number of the UltimateTV unit.
- 2- Write down the serial and access card numbers ("Short" access cards will be sent to your store soon.)
- 3- Call 1-800-323-1994 (DirectTV) to activate the programming and create a link to UltimateTV.
- 4- DirectTV will transfer you to UltimateTV. (If you are disconnected call 1-888- 932-8854)
- 5- UltimateTV will need: the access card number, SSID and control number. All of this information will be on the "System Information" screen.
- 6- You're Done! Stay H.O.T. the "AAA" Way!

RCA Promotional Endcap



Display a 140-0521 (RCA CD AM/FM Boombox) and 400-5007 (RCA Speakers) on your RCA endcap.

Antenna Spinner



Place the Antenna Sale Sign over the existing sign. **DO NOT** dispose of the existing sign.

Speaker Mat Placement



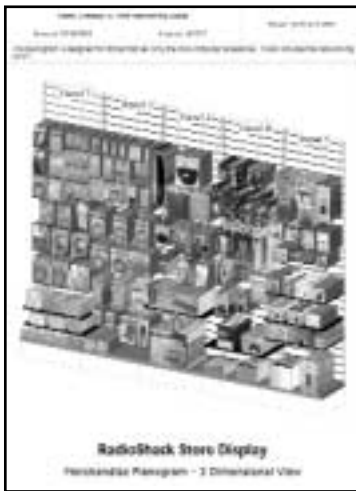
Place the speaker mat under the appropriate speaker leaving the price clearly displayed.

COMPAQ

Connecting
Places

msn™

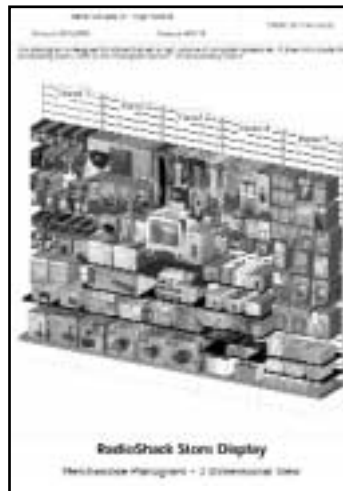
The Compaq FaxBack Documents have been changed, previously there were three planograms; High (51118), Medium (46358) and Low Volume (51117). Now there are two planograms; High Volume (51118), which contains Core/Select product and (51117), which contains only Core products with networking cables. FaxBack Document number 46358 has been eliminated. For High Volume stores FaxBack Document number 64388 (2' Networking Accessories) has been added. This section is located after the Compaq section.



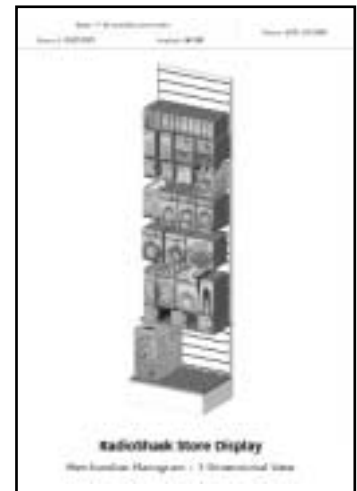
FaxBack Document
51117

Planogram **51117** is "10' Compaq with Networking Cables".

Planograms **51118** and **64388** are adjacent to each other. High volume Compaq stores will need to utilize the "2' Networking Accessories" section.



FaxBack Document
51118



FaxBack Document
64388



The AAA Way:
Answer
Accessorize
Attach

In addition to the changes described above, we are instructing stores with only one computer on their Microsoft Internet Center, to move their Internet Home Appliance (250-0814) to this fixture.

Trivia Question # 3: What does H.O.T. stand for?

Battery Promotion



4 Principles Of Sales Readiness:

- 1- Everything On Display
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Place the Battery Spinner Sale Sign above the existing sign. **DO NOT** dispose of the existing sign.

Canopy Toy Stack Sign Placement



If you have overstock toys displayed on your canopy, place the toy sale signs on the top box of the appropriate canopy toy stack.

New Products!

Store Display Note: These fact tags were created from the Store Display/Tagwizard CD.



192K Flash Memory Organizer

- Stores over 3,900 personal contacts in 3 directories, 3,400 schedule events with alerts and 4,000 to-do items

29⁹⁹

65-779

Sales Readiness Principal
Number Two:
Everything Is Priced!

Wireless Audio Transmitter
Designed to work with C.R.Q.

- 3-Channel FM Operation
- Makes wireless C.R.Q. connection from your computer to TV set

29⁹⁹

26-1275

Sales Readiness Principal
Number Two:
Everything Is Priced!



**Atomic Clock
AM/FM Weatheradio® Alert**

- Latest NOAA SAME technology
- 15 programmable locations
- Radio signal resets clock every day

79⁹⁹

12-253

Sales Readiness Principal
Number Two:
Everything Is Priced!

Realistic Job Preview now on RSTV DVD

DO NOT Dispose of your May RSTV DVD.

On track two of your May RSTV DVD there is a "Realistic Job Preview" video. This recruiting tool was created to allow you to show potential applicants the realities of working at RadioShack. To show potential applicants the preview now, you need to stop the RSTV and switch to track two. In June and moving forward, you will not have to stop the RSTV to show the "Realistic Job Preview" video because you are going to keep the May DVD for this new display. The instructions below show you how to get your "Realistic Job Preview" DVD working properly.



Hook up the single DVD player (**160-3230**) to the 13" RCA TV (**160-3403**), or the TV set on the far left side of your RCA Home Entertainment Center. Use audio/video cables, such as a 150-1512, to make the connection. Only connect the left audio out and video out jacks on the back of the DVD.

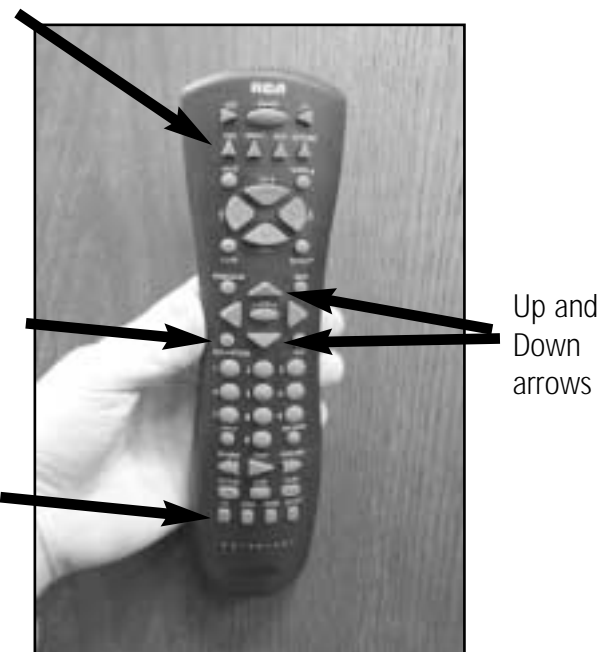
After this is done, follow these steps:

- 1: With the universal remote press the "TV" button.
- 2: Place the remote directly in front of the 13" TV.
- 3: Press the "Input" button on the universal remote. (This will turn the video input option on.)
- 4: Go to the DVD player and insert the DVD.
- 5: Press the "DVD" button on the universal remote.
- 6: Press the "Menu" button on the universal remote.
- 7: Scroll with the up or down arrows to select track number two. (This will activate the "Realistic Job Preview" section on your DVD.)
- 8: Press the "Select" button on the universal remote.

"DVD" button

"Menu" button

"Input" button



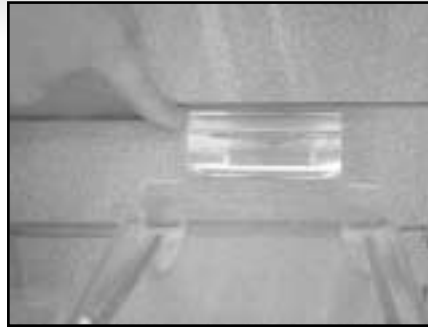
Detail Winner

This Month's Detail Idea Winner:
George Fassett, Mgr. 01-8335
 For 5" x 7" Cordless Phone Sale Signs

Note: George is a two time winner.



Put two short pegs on the right side three slots down from the sale phone shelf slot.



One slot up from where you placed the short pegs, place a narrow phone holder into the slot.



The pegs keep the narrow phone holder horizontal so the 5" x 7" sign will not slide off.

Gift Winners...

Thanks to everyone who has submitted ideas so far. The people listed below sent in new ideas and will all be receiving a free gift from Store Display. Keep sending in your ideas for a feature in an upcoming Store Display Guide.

<u>Name</u>	<u>Store #</u>
TeeJay Christopher	01-1190
JC Winkler	01-2336
Dave Satterfield	01-3923
Stephen Stegemeyer	01-8241
Stephanie Larson	01-6546
Regie Hudgins	01-9279

<u>Name</u>	<u>Store #</u>
Damon Gulli	01-2142
Woody Wilson	01-3092
Michael McAllister	01-3398
Ted Paul	01-4912
Keith T. Cox	01-8101
Dan Weymouth	01-4321

Store Display Tip

Many stores are neat, clean and spaced. However, many have chipped or otherwise distressed slotwall. You may or may not be aware that grey slotwall tape (SSP-552) can be ordered through your District Sales Manager from the forms warehouse. Grey slotwall tape can quickly turn distressed slotwall to a presentable display space for your merchandise.



Before



After

Flyer 598 Trivia Answers

Last Month's Trivia:

1.) Some of our Universal remotes (150-1994, 150-1995) are compatible with a certain plug'n power system. Which radioshack.com unit is it?

The answer is #980-0214 (item # 10 on page 291 of the 2001 catalog). This controller will work with other plug'n power modules and controllers if you already own a 150-1995, 150-1994, or other select RadioShack universal remotes. Another item is #980-0237 (page 293) which includes it's own universal remote.

2.) What was the brand name of phones sold in RadioShack before Sprint and Sony?

There were some phones that were sold as RadioShack brand, but the private-label brand was DUoFONE.

3.) What was the brand name of VCRs and larger TVs sold by RadioShack before RCA and Optimus?

There were a few SKUs with the Sony brand, but most of the VCRs and larger TVs were the Memorex brand, whose parent company was Tandy at the time.

4.) In referring to Compaq model changes (1C, 2C, 3C), what does the "C" stand for?

The "C" stands for Cycle.

5.) What was the name of the first super-fast car RadioShack sold?

There were several RC cars that would have been considered as a fast car, but the first RC car that was considered "super-fast" was the Golden Arrow (600-4070) which was introduced in 1987.

6.) Where was the first RadioShack located?

The first RadioShack was located on Brattle Street in Boston, Massachusetts. It was founded in 1921 by Milton Deutschmann. An employee who was an amateur radio operator gave the store it's name.

This month's trivia winner is Rob Hoitt, Mgr. 01-1509. Rob will be receiving a \$20 Lands End Gift Certificate.



41528

41528

41528

41528

41528

Need a Planogram?

Call FaxBack @ 1.800.323.6586

Order document # 41528

4 Principles Of Sales Readiness:

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As always, when you have merchandising questions or comments,
contact RadioShack Store Display :

817.415.0583

-or-

model.store@radioshack.com

