



2010 Point of Sale (POS) Market Data Requirements

Point of Sale (POS), or end customer information, is important for any company to understand and measure penetration and success into specific markets and regions. Beginning in 2010, Microscan is asking our valued Partners to share with us Market and Geography POS data on End-Users.

To fulfill this requirement please include the following information on all Purchase Orders.

1. The three character Market abbreviation for the industry in which the products on the Purchase Order are to be used.
2. Postal Code
3. Geographic Region of the customer receiving the products on the Purchase Order
4. Is this order New Business? Let us know if the products on the Purchase Orders are part of a new project or new installation with your customer. Please use *EXISTING* if it is not part of a new installation.

Abbreviation	Market Description
AIR	Aerospace (UID)
APP	Appliance Manufacturing
ATO	Auto Parts and Supplies
DIA	Diagnostic Equipment
DOC	Document Handling
DRG	Drug Discovery
ELE	Electronics
FOD	Food and Beverage
LIB	Automated Tape Libraries
PHM	Pharmaceutical
SEM	Semiconductor
UST	User Terminals and Kiosks
UNK	Unknown or Other

Example:

FOD-98057-USA-NEW

In the above example, this POS entry represents a Food and Beverage application installed in the area of Renton, Washington, USA that is part of a new project.