



HOME / BUSINESS

Video ads put to test on grocery carts

The Boston Globe



A console being developed by Microsoft and MediaCart for grocery carts helps shoppers find products in the store, then scan and pay for their items without going through the checkout. (PRNEWSFOTO/MICROSOFT CORP.)

By Associated Press / January 15, 2008

Email | Print | Text size - +

SEATTLE - [Microsoft Corp.](#) is bringing digital advertising to the grocery cart.

The software maker spent four years working with Plano, Texas-based MediaCart Holdings Inc. on a grocery cart-mounted console that helps shoppers find products in the store, then scan and pay for their items without waiting in the checkout line. Microsoft's acquisition of [aQuantive](#), an online advertising company, last year for \$6 billion shored up the company's capacity to serve video ads onto these grocery cart screens.

Starting in the second half of 2008, the companies plan to test MediaCart in Wakefern Food Corp.'s ShopRite supermarkets on the East Coast. Customers with a ShopRite loyalty card will be able to log into a website at home and type in their grocery lists; when they get to the store and swipe their card on the MediaCart console, the list will appear. As shoppers scan their items and place them in their cart, the console gives a running price tally and checks items off the shopping list.

The system also uses radio-frequency identification to sense where the shopper's cart is in the store. The RFID data can help ShopRite and food makers understand shopping patterns, and the technology can also be used to send certain ads to people at certain points - an ad for 50 cents off Oreos, for example, when a shopper enters the cookie aisle. Microsoft said it is still

Advertisement

Attention - Participation Required

CONGRATULATIONS!

You have been chosen for our hourly prize

Click **"YES"** to receive your **FREE Gateway® Laptop**

Click the "Yes" button to accept. *See Details.

Yes No

INSIDE BOSTON.COM

LET IT SNOW ... AGAIN



The first snowstorm of 2008 made for a slick ride or a day off

PATRIOTS IN THE PLAYOFFS



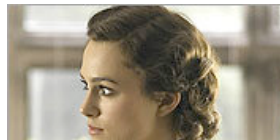
Five things you should know about the San Diego Chargers

PARTY PHOTOS



See who's been out and about this month in Bill Brett's photos

GOLDEN GLOBE AWARDS



Save up to 75% on Last-Minute Cruises

Click here for a complete list of deeply-discounted cruises departing in the next 90 days.








working on how it will present commercials and coupons.

Microsoft is also working with MediaCart and ShopRite to help advertisers reach potential consumers based on past purchases, which are logged when they swipe their loyalty cards. ■

© Copyright 2008 Globe Newspaper Company.

 Check out the winners of this year's Golden Globes

PLUS...
[Blogs](#) | [Games](#) | [iPodcasts](#)
[iPuzzles](#) | [Personals](#) | [Movie listings](#) | [Classifieds](#) | [Globe Magazine](#)

 Email	 Print	 Single page	 Reprints	 Share
--	--	--	---	--

Your Name

Your e-mail address
(for return address purposes)

E-mail address of recipients
(separate multiple addresses with commas)

Name and both e-mail fields are required.

Message (optional)

[Send](#)

DISCLAIMER: Boston.com does not share this information or keep it permanently, as it is for the sole purpose of sending this one time e-mail.

MOST POPULAR

[E-MAILED](#) [SEARCHED](#)

- [College hopefuls get creative to a fault](#)
- [Dick Warren; made ice cream and smiles at Cape Cod shop](#)
- [Hillary and the race card](#)
- [From rock band to Rock Band](#)

[SEE FULL LIST](#)

Ads by Google

[what's this?](#)

Online Video Advertising

Custom ads for local businesses We make you stand out - see samples
www.eCastVideo.com

Boston Advertising Agency

Print, Broadcast & Internet Ads. Results-Driven Ads. Call Us Now!
www.MRWinc.com

Print Grocery Coupons

Visit Penny Pincher Gazette for Free Printable Grocery Coupons
www.ppgazette.com

[Home](#) | [Today's Globe](#) | [News](#) | [Business](#) | [Sports](#) | [Lifestyle](#) | [A&E](#) | [Things to Do](#) | [Travel](#) | [Cars](#) | [Jobs](#) | [Real Estate](#) | [Local Search](#)

[CONTACT BOSTON.COM](#) | [Help](#) | [Advertise](#) | [Work here](#) | [Updated Privacy Statement](#) | [Mobile](#) | [RSS feeds](#) | [Make Boston.com your homepage](#)

[CONTACT THE BOSTON GLOBE](#) | [Subscribe](#) | [Manage your subscription](#) | [Advertise](#) | [The Boston Globe Extras](#) | [The Boston Globe Store](#) | © 2008 NY Times Co.