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9/20/07

### 24/7 Sidewalk Shopping

#### Article Preview:

Using a new technology, consumers can touch the glass window of the Roots flagship clothing store in Toronto to earn a carbon offsetting credit equivalent to 50 km of driving or shop Roots.com 24/7 from a sidewalk. This is only the second time in Canada this technology has been used for this type of retail application and the first time for this sort of innovative environmental initiative. What do you think of the potential of 24/7 interactive window displays across retail?

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