

**POP****PAI**  
PART OF THE **shopi** GLOBAL NETWORK

# Retail TECH

POPAI's guide to the latest tech hitting retail and how it can engage with today's shopper

As presented at the Retail Tech Showcase  
28th September 2021 via Webinar



## Features

AI Auditing Software  
Shoppable Livestreaming  
Data on Things  
Smart Kiosk  
AI Avatar Guides  
Shelf Inventory Management  
Dynamic Interactive Display  
Smart Analytics Insight Tool  
Touchless Tech  
Campaign & ROI Software  
RFID  
Luminous Labels  
Plan-Apps

## Presented by



**big group  
retail**



media | **zest**

**.WEIYU. ME™**





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# Smart Kiosk

## What?

Whether to house impulse buys, fast-moving consumer goods, or drinks to grab last minute with that to-go order, Smart Kiosks offer a convenient grab-and-go experience, powered by computer vision and a dynamic technology recognition system. Achieve efficient management and targeted marketing, reduce costs and increase efficiency!

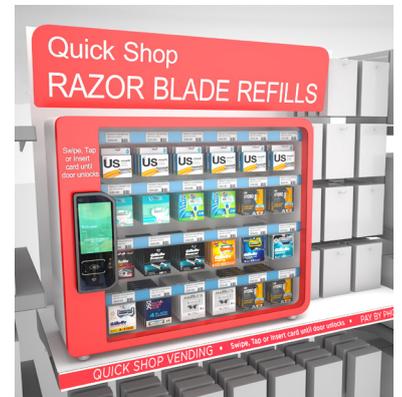


## How?

Open the door by scanning QR code/swiping credit card, grab whatever you want, close the door and you will be charged automatically. A back-end dashboard system allows real-time monitoring of operations, and a mobile app enables the remote management of equipment easily.

## Why?

With the increased use of BOPIS, redesigning what impulse buying means is imperative, and Smart Kiosks are one great way to do that. The system has no special requirement on how the items are displayed, and is able to recognize 30,000+ different items with 99.7% accuracy.



## Where?

Smart Kiosks can be placed in-aisle, end caps, and outside retail locations. Retrofit is possible for any kind of cabinet by installing cameras.



<https://www.belunified.com/smart-kiosk>





# Shoppable Livestreaming

## What?

Shoppable Livestreaming enables brands to create strong customer relationships through one-on-one calls, one-on-many broadcasts, and more social shopping options. Shoppable Livestreaming creates a seamless offline to online experience that allows you to create community and boost sales by connecting with clients wherever they are.

## How?

With the simple download of an app, clients can immediately call brand representatives with any inquiries straight from their phone. Brands set up a virtual storefront that allows customers to connect directly to them. Brands can also set up live streams to host live flash sales, giveaways, fashion shows, and more!

## Why?

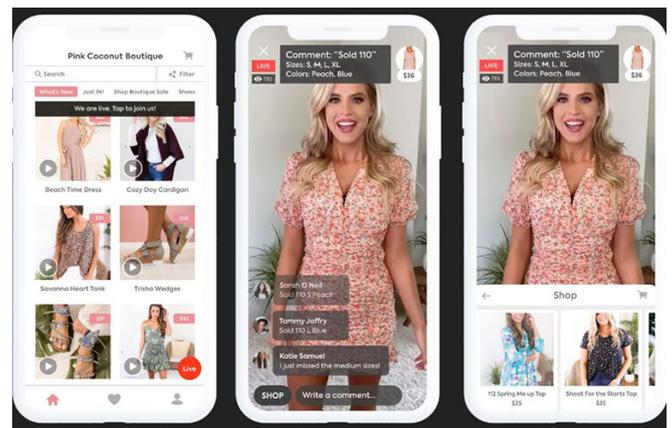
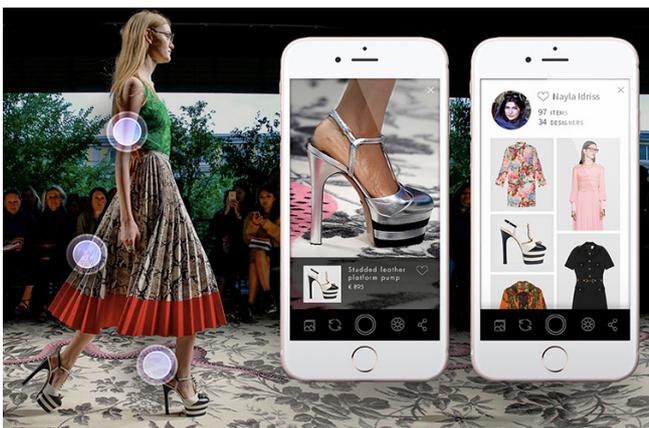
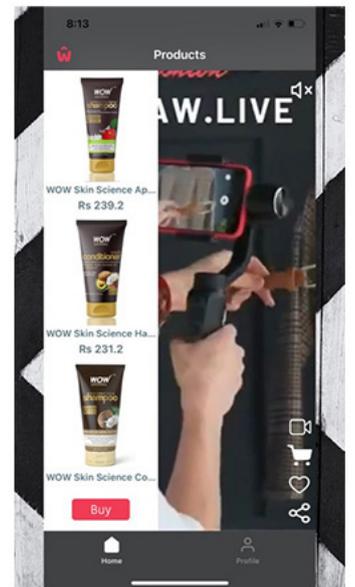
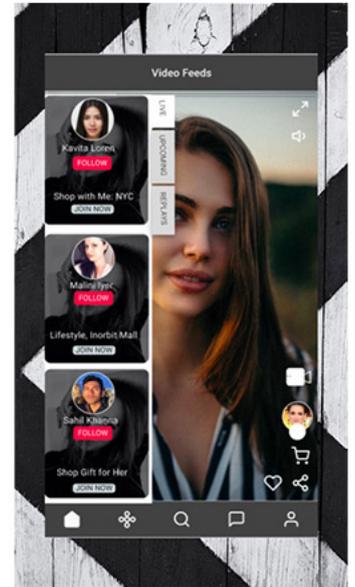
This is online shopping with a human touch. Providing the right information to the right client, at the right time knocks down the formal walls between customers and sales associates and creates an attentive and intimate shopping experience. Shoppable Livestreaming allows you to answer questions in real time, making customers 21x more likely to convert.

## Where?

This technology streams through a web app (iOS and Android), which can be integrated into a brand's website or social media pages.



<https://www.belunified.com/shoppable-livestreaming>





# AI Avatar Guides

## What?

Providing an intuitive, voice-enabled, human-like interface through interactive AI characters. Our highly customizable guides are the perfect assistants to welcome guests, provide more information on products, or simply entertain your clients!

## How?

The avatars serve as a point of information, providing visitors with store specific information. The avatars have an automatic recognition sensor for when guests are in the surrounding area, awakening a subtle invitation to start interacting with the avatar.

## Why?

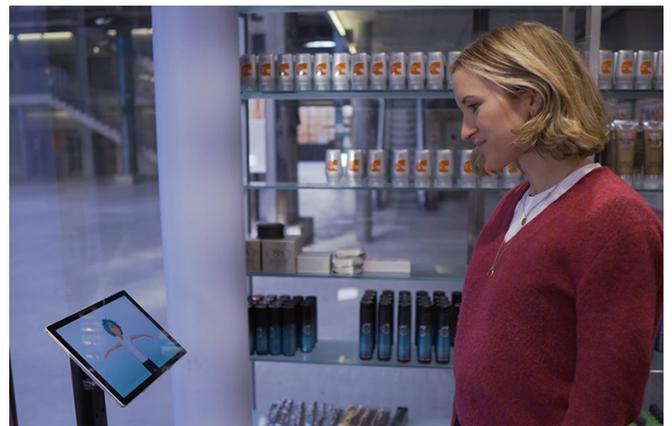
A scalable, cost-efficient solution, our avatar guides reduce workload for building and venue staff through answering basic inquiries. They also serve as a space-saving reception design. They can also be used to improve brand perception through customizable branded looks.

## Where?

Avatars are perfect for interactive experiences, branded experiences, and visitor experiences. Welcome your clients, answer their questions, and show them the way through a memorable experience with our AI Avatar Guides.



<https://www.belunified.com/ai-avatar-guides>





# Shelf Inventory Management

## What?

With Shelf Inventory Management (SIM) technology, out of stocks and merchandising issues can be decreased by 50%+. Increase sales. Decrease loss.

## How?

The SIM camera monitors inventory, detecting out of stocks, planogram non-compliance, foreign product and pricing inaccuracies on retail shelves and beverage coolers. On the back end, the data center provides descriptive, predictive, and prescriptive analyzed data based off real-time display images captured by the cameras.

## Why?

Retailers can use SIM technology to provide data for brands on foot traffic and dwell times. Additionally, SIM can provide district sales analytics so store managers can keep up to date with how their district is performing.

## Where?

Shelf Inventory Management cameras can be used on any retail shelving and inside cooler doors.



<https://www.belunified.com/shelf-inventory-management>





# Data on Things

## What?

A unique solution to make data more easily and quickly applicable to all objects. Our Data on Things (DOT) technology encrypts & inserts invisible codes into printed materials using dedicated apps to read information with mobile devices.

## How?

Using a mobile device, consumers scan a product's packaging, a printed advertisement, or graphics on an in-store display to unlock information to help them make their final purchase decision.

## Why?

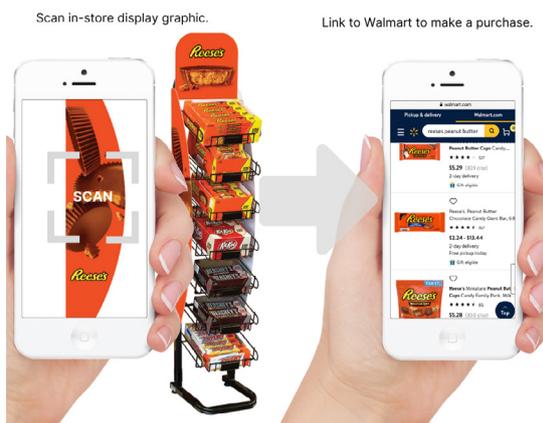
Unlike a traditional QR codes, DOT technology is not limited in its application. Printing with invisible digital codes, we are able to insert information without damaging or disrupting the image design.

## Where?

DOT can be printed on any material. Easily prevent forgeries by embedding the code within the product, without disrupting the product's image. Smart image production does not require special ink or equipment, adding no additional costs to the printing process.



<https://www.belunified.com/data-on-things>





# Dynamic Interactive Display

## What?

Turn browsers into buyers!  
As shoppers touch pre-programmed products, the screen changes to show relevant product information (promos, secret deals, how-tos, etc), creating a digitally enhanced shopping experience.

## How?

To create a Dynamic Interactive Display, RFID tags are attached to selected products. When shoppers pick up the product, product videos, secret deals, or more information on the product can be shown. On the back end, it collects interaction data from stores and gives an online analytic reports.

## Why?

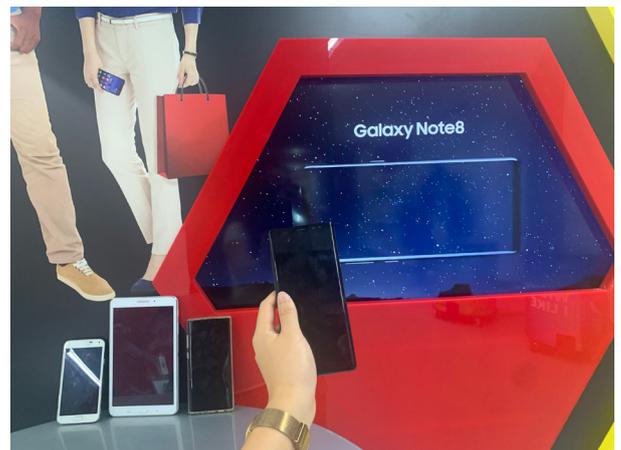
- Gives a “wow” experience
- Increases customer engagement
- Creative boost to classic retail displays
- Digitize your sales promoter - no need for customers to wait for more information, all information can be conveyed through a promo video!
- Do A/B testing for sales promotions in real-time

## Where?

Dynamic Interactive Display can be applied to ANY product to showcase more information to consumers! From home appliances to phones to tools, dynamic interactive display is most easily applicable to tethered products.



<https://www.belunified.com/dynamic-interactive-display>





# AR for Retail

## What?

Augmented reality (AR) use in physical retail and online shopping experiences is growing rapidly. From virtual try-ons to gamified social experiences, AR enhances natural environments or situations to offer shoppers more convenient, enriched, and memorable experiences.

## How?

AR opens up new ways for you to experience digital content through your in the same way you experience the world. It lets you search things visually, simply by pointing your camera at them. It can put answers right where your questions are by overlaying visual, immersive content on top of your real world.

## Why?

AR has the ability to turn your brand into a memorable customer experience. Gamified experiences, digital skins for gaming, face filters, AR pop-ups, and more allow customers to play, explore, and SHOP with friends!

## Where?

AR can be used both in brick and mortar store fronts and as online experiences. For example, with fitting rooms closed and an increase in online-only consumers, AR makes virtual try-ons possible. Conveniently accessible from anywhere, customers can virtually access and try-on products ranging from clothing to makeup to accessories!



<https://www.belunified.com/augmented-reality>





# RFID Shelf Tech

## What?

A smart RFID enabled shelf.

## How?

Using RFID tags and readers we can do a near real-time inventory of all products on the shelf.

## Why?

It helps them to understand their stock levels without doing a physical count or relying on sales data. They can react quickly to replenish by either asking a store associate to fill the shelves or mobilising the supply-chain to send inventory to the store.

## Where?

Anywhere where the brand doesn't have access to sales or inventory levels such as in department stores and airports.



<https://meiyume.com/>





# Luminous Labels

## What?

Wirelessly controlled Luminous Labels for champagne bottles with rechargeable batteries.

## How?

Use an app to control colour, pulse, and/or messaging across one or multiple bottles.

## Why?

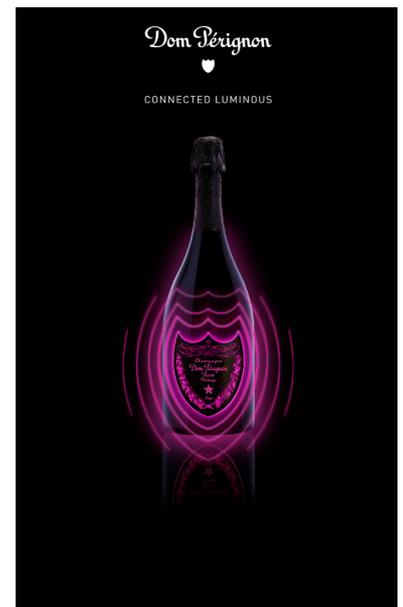
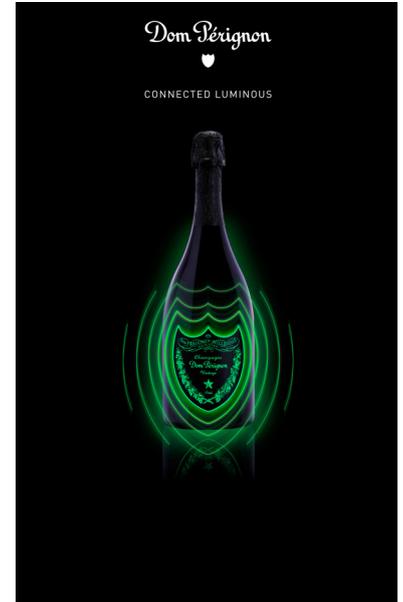
It creates a unique customer experience that draws attention and buzz to the brand. It separates the brand from other similar products and creates a desire to purchase the brand to interact with the product.

## Where?

In any suitable environment such as bars and nightclubs.



<https://meiyume.com/>





# Touchless Tech

## What?

Touchless technology to help retailers and brands interact with a customer in store by leveraging their digital displays safely despite the pandemic. Touchscreens have become prevalent in recent years but their use has exploded evolving a sub-set of new solutions including gesture sensors and mobile connectivity that are “Covid-secure”.

## How?

The customer controls content on screen either using a ‘touchless’ gesture sensor in front of the display or by connecting their mobile device to the system via QR code and wifi.

## Why?

Customers are looking to actively engage with brands and retailers in store more than ever. That could be as simple as interactive technology making a customer journey smoother eg click-and-collect kiosks or layering an experiential piece on top of an instore journey to attract visitors to a bricks-and-mortar store.

## Where?

Anywhere in store where engagement with the customer can be beneficial. Retailers and brands should consider the type of interaction required and the depth of control needed. More complex journeys are better suited to the mobile control option, simpler content selection to gesture control.



<https://www.mediazest.com>





# AI Auditing Software

## What?

The core of the solution is a neural network that recognizes SKU, price tags, POSm and translates it into business critical KPIs like share of shelf, planogram compliance, brand blocks. Each month the system processes 1.2B SKU facings, 0.5B price tags.

## How?

Sales representative makes a photo of the shelf through our application and it generates the score of SoS, OSA, Planogram compliance with a call to action. It takes 1-2 minutes to get reports of several categories, average time of a single image to be recognized is 5 seconds.

## Why?

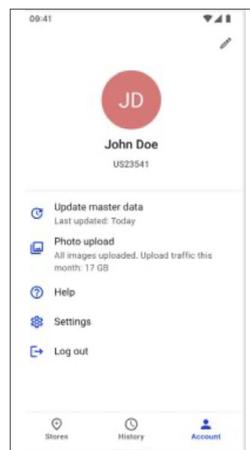
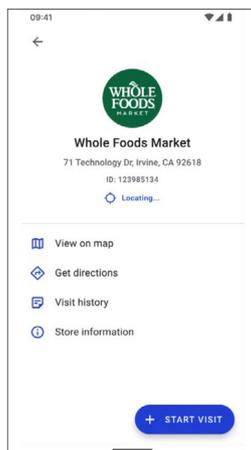
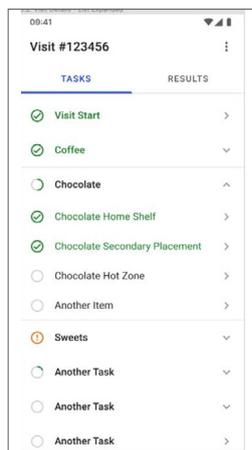
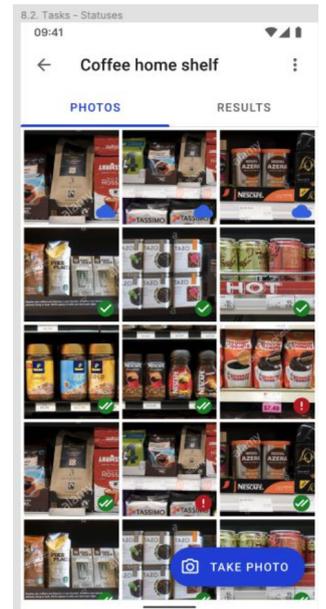
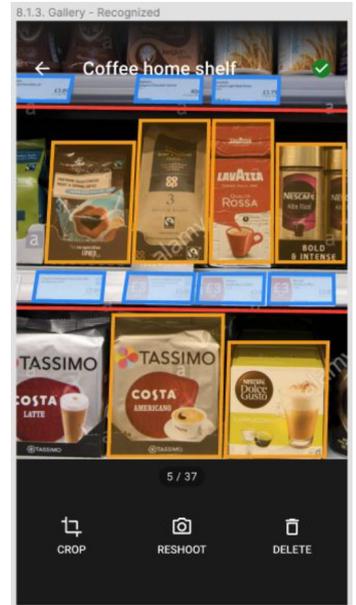
Inspector Cloud reduces the time of the merchandiser's visit to the stores, as there is no need to make a manual counting of the goods facings, and it suffices to take several photos. This increases the accuracy of data from retail outlets, saving on the working time of the merchandiser and his supervisor, who also do not need to manually engage in manual counting of goods.

## Where?

Typically FMCG brand suffer from several pains: lack of trusted data from the stores because nobody can validate thousands of photos and information that sales reps manually type in - we're providing 95% accuracy on all the data from the photos that we analyze, on average it's 1.6 times more accurate than manual calculations. Sales reps tend to underperform if they can find a way to cheat the system - Image Recognition SaaS has built-in anti-cheating algorithms and informs manager of the cheating attempt - this way the performance in the first 2-3 month increases by 30%



<http://www.inspector-cloud.com>





# Campaign & ROI Software

## What?

A tailored, web-based commercial planning application with a simple, intuitive user interface that provides a single source of truth to lay down, align and maintain budgets, activations and campaigns, together with an insight-led dashboard of key performance indicators to enable better decision making and drive efficiencies across an organisation.

## How?

BASE® is a data-led multi-channel planning and analytics platform. Campaign details are captured in the planning interface and integrated with customer EPOS data to power individual campaign reports which are aggregated and presented in the dashboard to inform investment choices for integrated commercial plans across all customers, media and markets.

## Why?

Benefits of the system include:

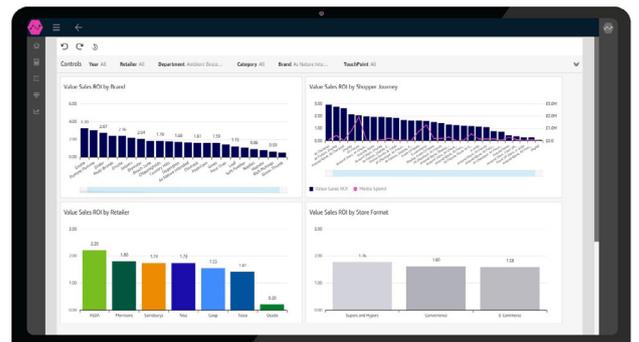
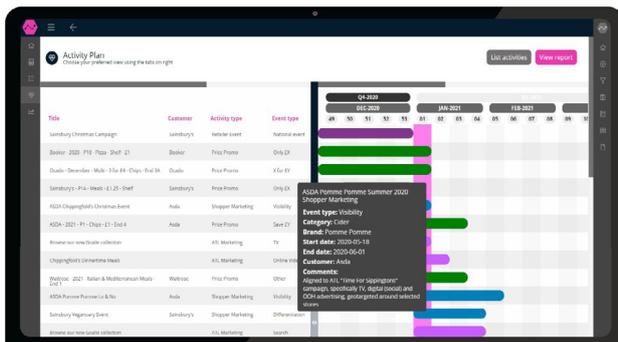
- Better decisions driven through insight-led touchpoint planning, together with tracking and measurement of ROI.
- Faster response through automation, simplification and control of budgets and consistency of planning.
- Cheaper cost through planning as one team, with transparency of spend, granular campaign evaluation and identification of inefficient spend.

## Where?

BASE® provides a one-team approach, providing a consistent way for organisations to manage and measure their campaigns, making better investment decisions and driving return on investment. The complexity of coordinating budgets, campaigns and evaluation in a fast-changing retail environment is supported by the BASE® solution across the entire virtual organisation.



<https://www.base.website/>





# Smart Analytics Insight Tool

## What?

At its core, Project Sense allows real time tracking of consumer interactions with products or fixtures. There is also scope for environment & spatial movement. When used in connection with online media platforms, it allows real time digital updates to respond to interactions, social media activity etc. The system also has options to connect to both Wi-Fi & mobile data. Although smart, it does not track personal data so avoids GDPR, but does require 3rd party retailer permission for brands.

## How?

Project Sense uses a collection of standard equipment, sensors & media, and online reporting such as MS Power BI or Big Groups Consilio, giving marketers a data feedback loop for physical retail that normally would be restricted to the online world. When POS activations are included within the fixtures, Project Sense would seamlessly link to that data sphere - such as AR/RFID activation linked to web hosted content.

## Why?

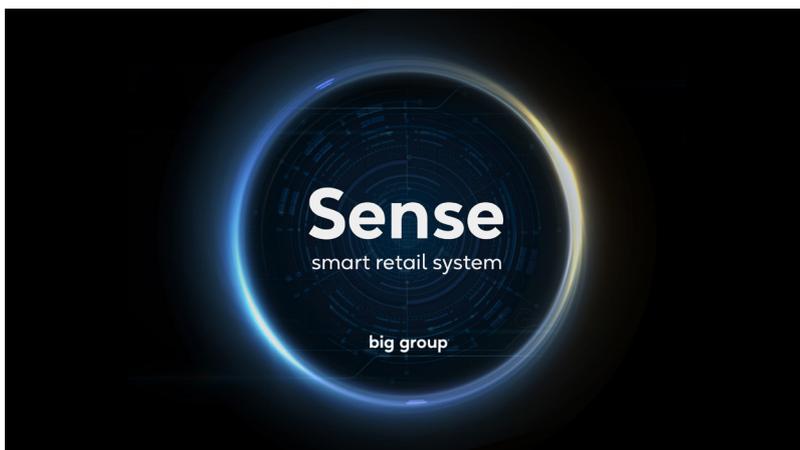
It gives clients actionable data to assess ROI on activations and optimises store locations and physically instore positions. Further, it aids strategic brand approaches to retailers, giving quantifiable data about store trial/events beyond door footfall and sale. For example, high footfall low sales might indicate poor location. Or, high interaction, low sales might suggest price point, or lack of staff knowledge. Lastly, for brands with a range of products on display it allows them to gauge interest levels, and answer questions like - 'would a smaller unit work better in a different location?', and A/B testing. Scope is endless.

## Where?

It has the scope to be integrated into all forms of POS. It just needs power!



<https://biggroup-retail.co.uk/>





# Plan-Apps

## What?

Plan-Apps is a data rich, online operating system that empowers FMCG brands to plan, manage and measure commerce marketing campaigns more effectively. Powered by extensive cross-retail data, our tool offers unparalleled insight into what works and importantly, what doesn't. £50M investment in commerce marketing evaluated

## How?

c. 2,000 commerce media evaluations live and breathe on Plan-Apps. The system has been designed to ensure that data drives investment. Users have access to their own evaluation output in detail as well as our master anonymous database. Performance can be contextualised, and understanding can be fast-tracked.

## Why?

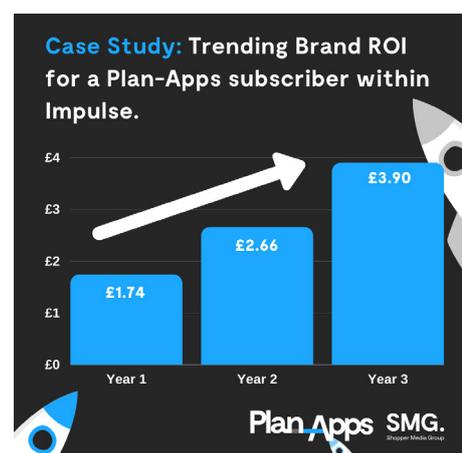
Many FMCGs including Mars Wrigley, Arla, J&J, Accolade Wines and more use Plan-Apps. The system has been designed to improve ROI on commerce investment and that is exactly what it is delivering. Client X case study: 'Average Brand ROI' of £1.50 in 2018 to £4.18 in 2021

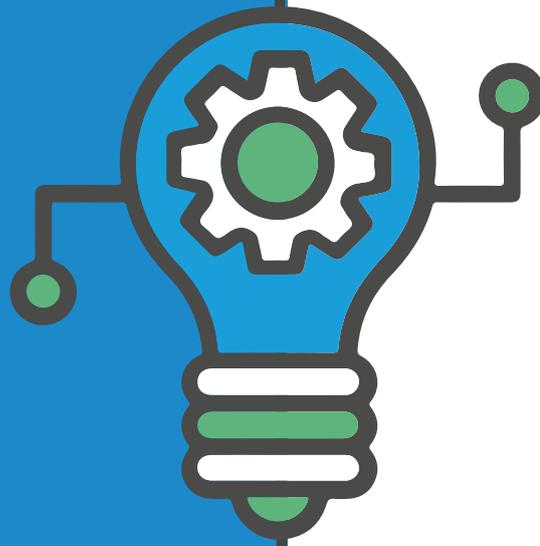
## Where?

Plan-Apps is a cloud based software and so can be used with ease globally.



<https://www.plan-apps.com/>





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