



ses imagotag

# The Retail IoT Revolution

*Making the physical store a digital asset*

# Who we are

A retail tech company

Founded in 1992 by a French retailer

Pioneer of electronic shelf labels

Specialist and world leader in IoT / digital solutions for physical retail

## Key figures

\$460m sales (2021)

500 employees

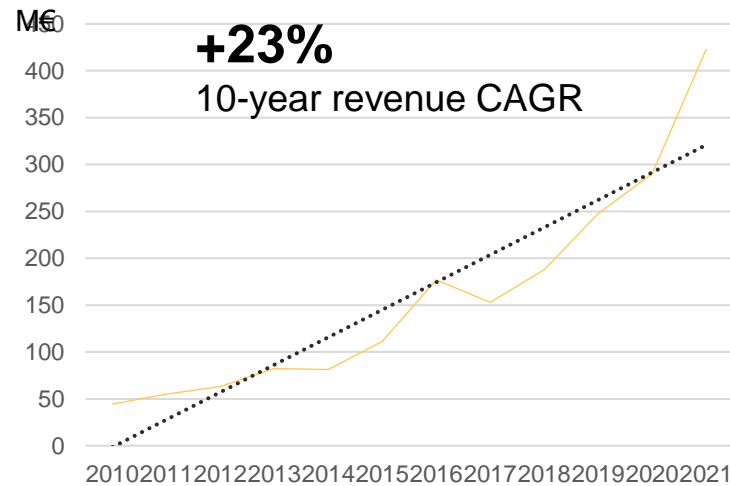
300+ retailers

62 countries

30,000 stores

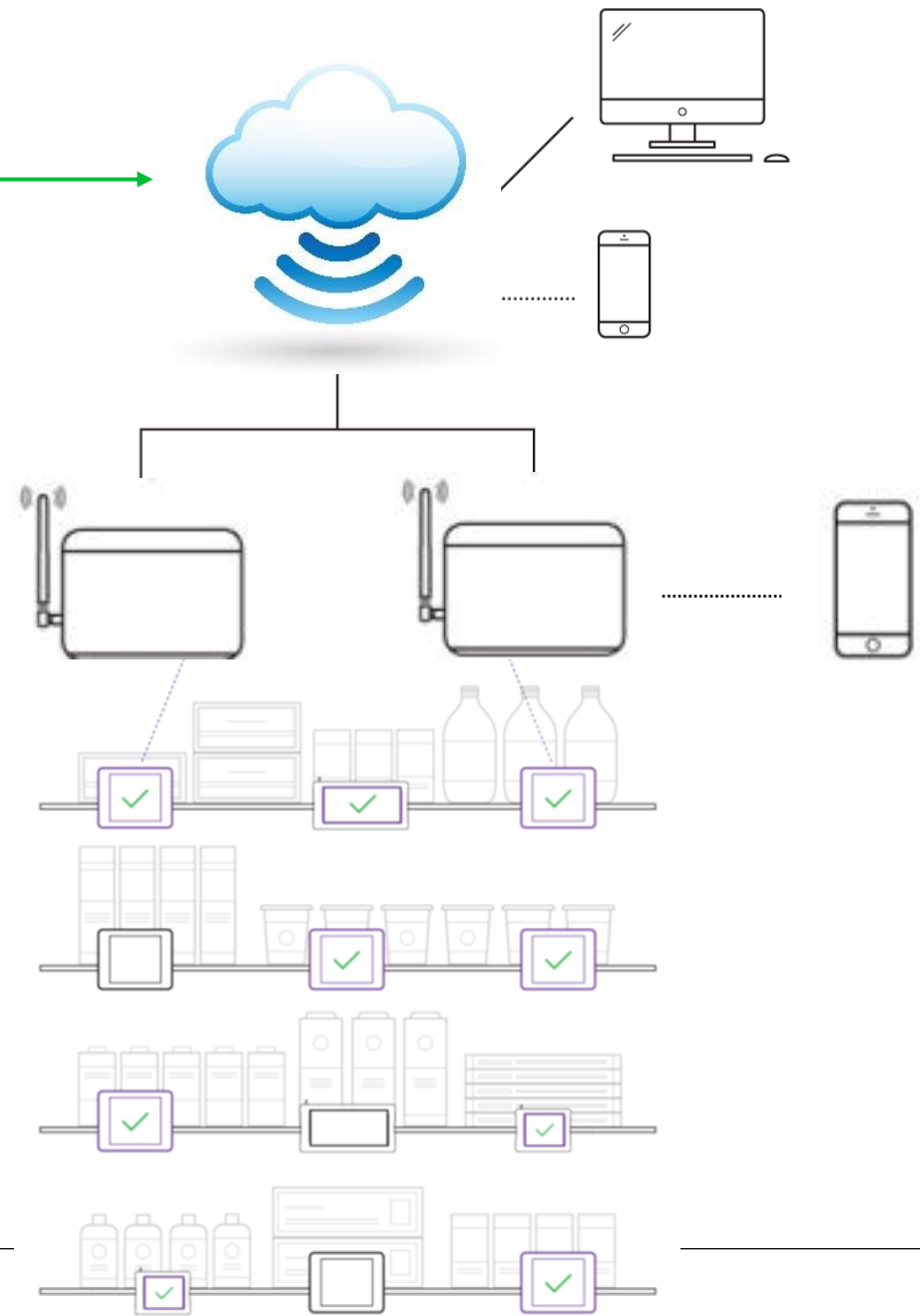
50%+ market share

Global Footprint



# How does it work?

ANY POS SYSTEM



# Manage and monitor items and labels

 Manager

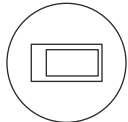


- Real-time store activities
- Store asset status
- Various Dashboards and statistics
- Auto configuration and update

## Features



Item management



Labels management



API



Monitoring

# Beautiful templates to Roll-Out your marketing strategy



**Harness the data from your back office:**  
Studio deciphers the data received



**Design the digital tag template:**  
Just drag and drop text, QR codes, barcodes, images... Create multiple pages to cover different in-store scenarios.

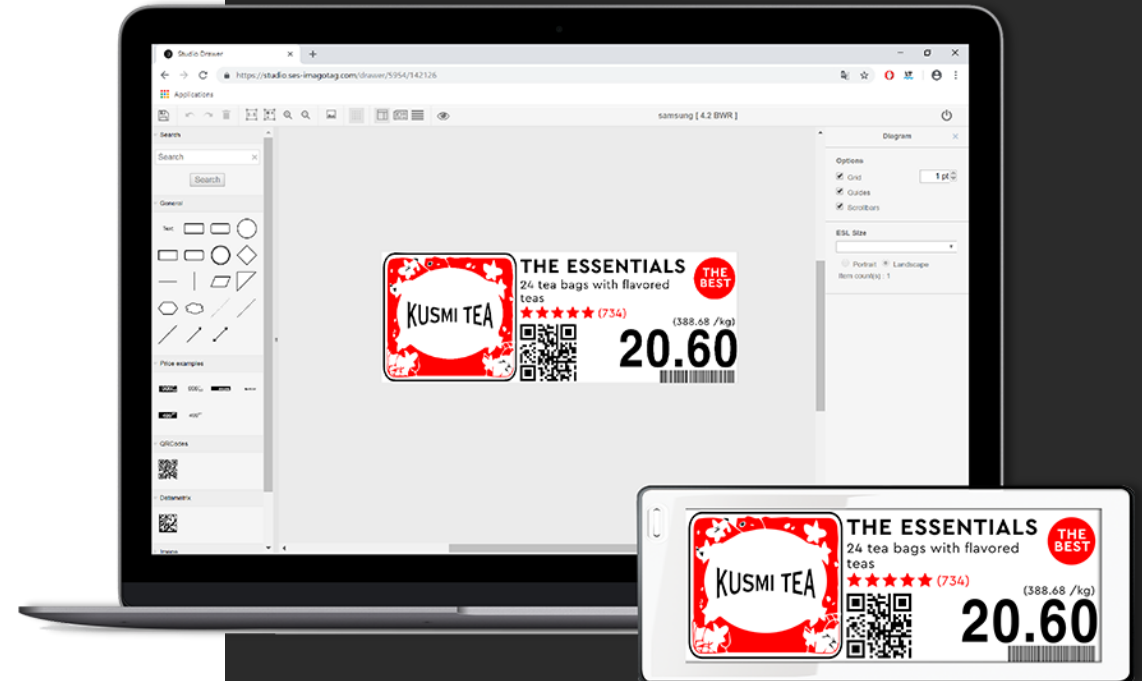


**Give meaning to your data:**  
Define your business requirements and marketing campaigns



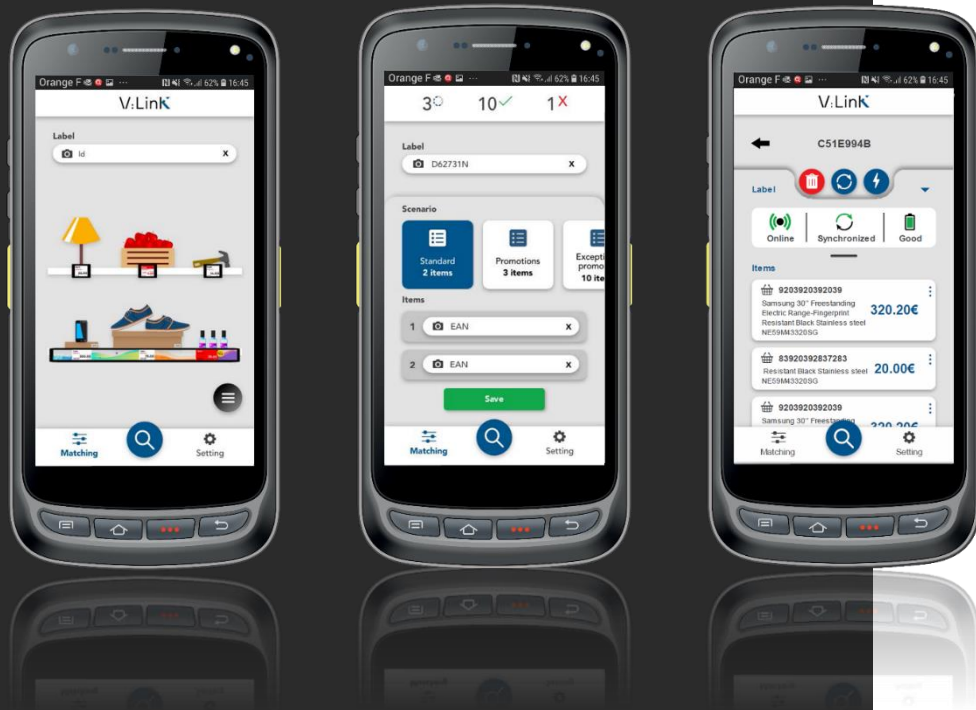
**Visualize your store templates:**  
Manage, preview, generate and share all your projects

Studio



# The store mobile companion

V:Link



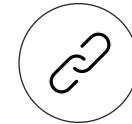
Item Matching

Labels operations

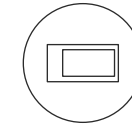
Items and Label Search

All functionalities available through API

## Features



Matching



Labels management

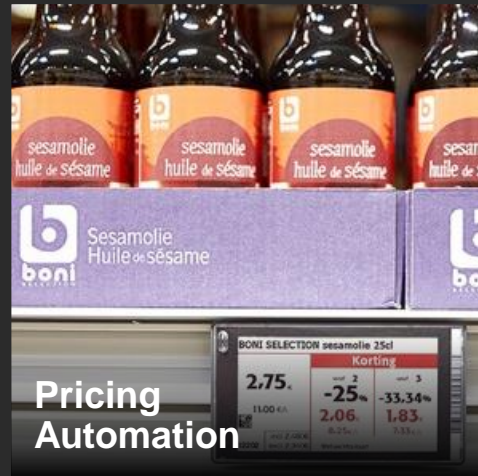


Search

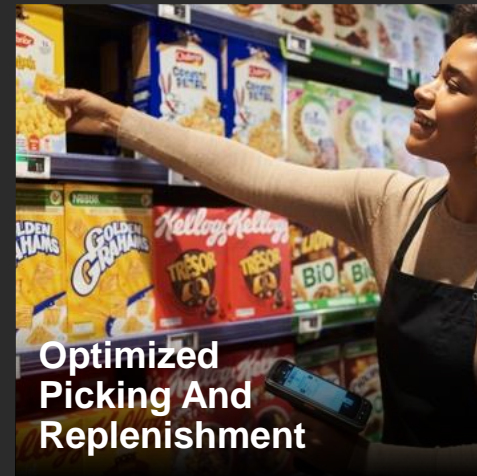


Simplified APP fleet Management

# Our Solutions digitalize physical retail



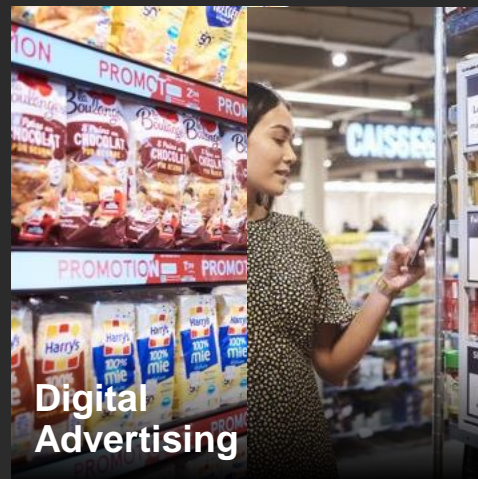
Pricing  
Automation



Optimized  
Picking And  
Replenishment



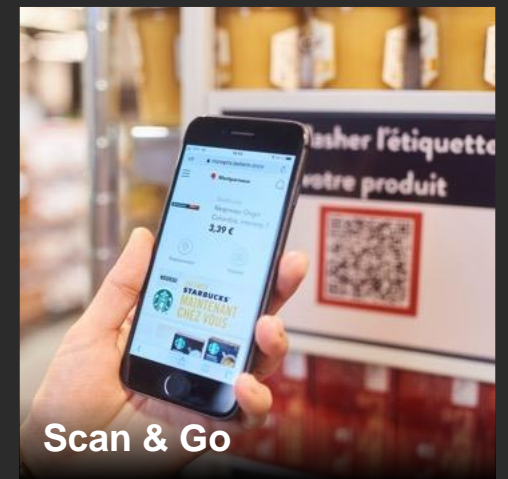
Real-time  
Shelf Monitoring



Digital  
Advertising



E-coupons



Scan & Go

# Largest range of V:IoT compatible digital labels

And more  
to come!





# VUSION line up

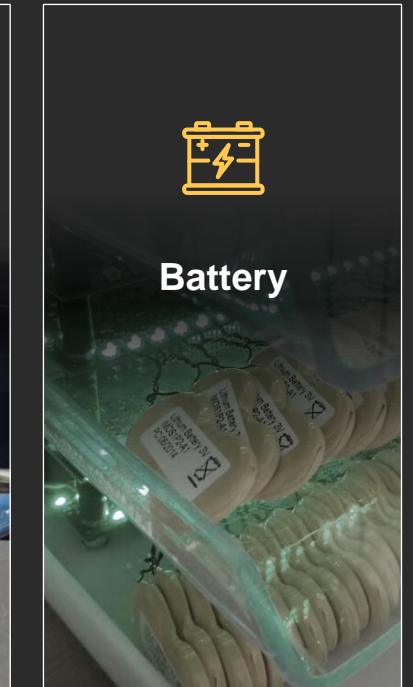
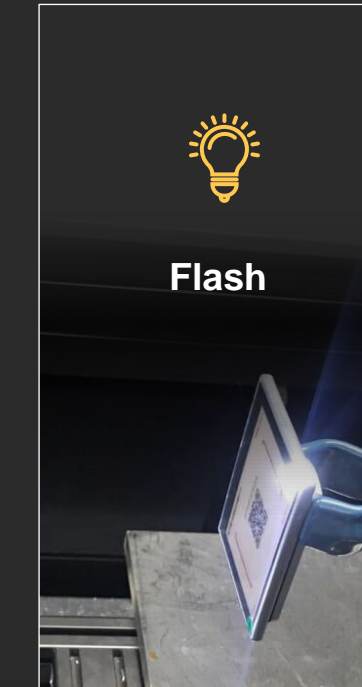
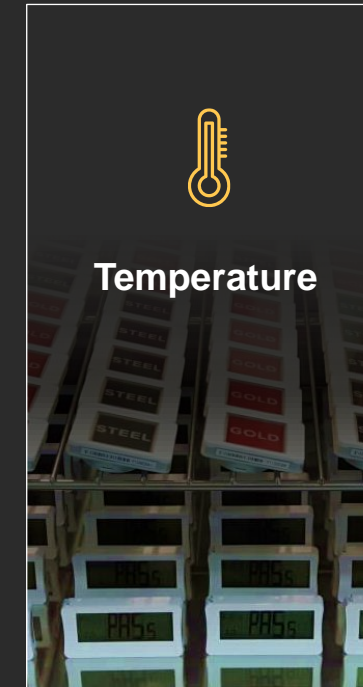
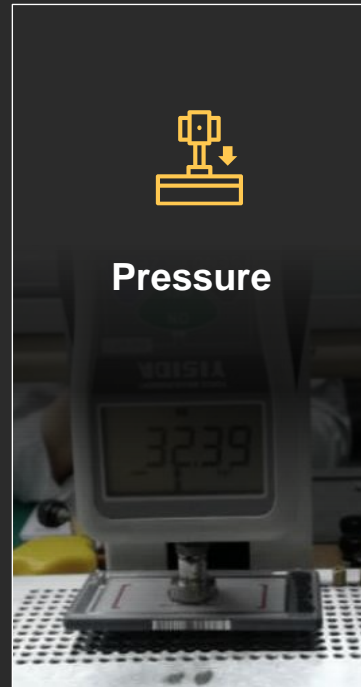
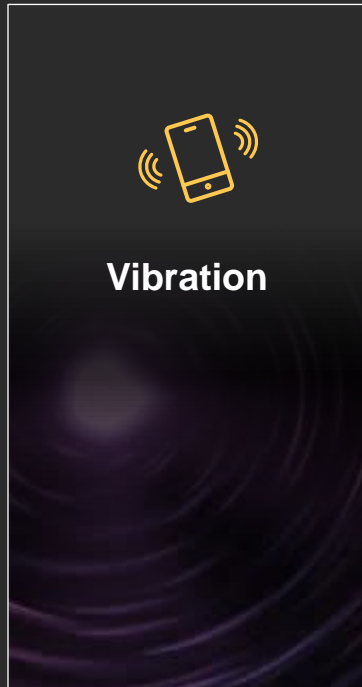
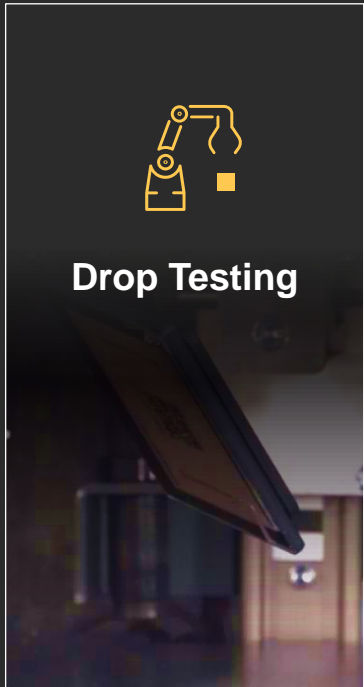
**2.1x**  
larger  
line up

VUSION ESL were developed by retail marketing professionals with more than 25 years of experience. Unlike LCD tags or tags with low resolution and small display, VUSION labels allow direct customer contact. Recent studies show that customers are much more likely to choose products if the price tag already includes the brand logo, a product description, customer rating and, of course, a clearly legible promotional price. Smart labels must fit the size and design of the product, it must not be too small or too large to block the view of the product. The VUSION range is **the world's most comprehensive range** for retail marketing professionals.

	Price Information Labels			Marketing enabled Labels																				
	1.6"	2.2"	2.2"F	2.4"	2.6"	2.6"F	2.6" FT	2.7	2.9"	3.0	3.5	3.7"	4.2"	4.4	4.5"	5.8"	5.9"	6.0"	7.4"	7.5	8.1"	9.7"	10.2	12.2"
<b>VUSION</b>	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x		x	x	x		x	x		x
Other	x	x			x				x			x	x			x			x	x				x

# Extensive testing

Together with our EMS partner we have developed a reputation for unparalleled quality and reliability. It is one of the most trusted manufacturers in high reliability sectors like medical, aerospace, and automotive.



# BATTERY LIFE



LONG  
BATTERY LIFE

Produkte  
Products

TÜVRheinland

Prüfbericht-Nr.: 60217921-001  
Test Report No.:

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Page 5 of 7

1.2 Grenzabweichung und Gesamtgenauigkeit / Deviation and overall accuracy

Die Gesamtgenauigkeit der Regelgrößen und Messwerte liegen innerhalb folgender Grenzen / The overall accuracy of the controlled variables and measured values are within the following limits:  
± 0,1 % für Spannung/voltage, ± 1 % für Strom/current, ± 2 K für Temperatur/temperature,  
± 0,1 % für Zeit/time, ± 0,1 % für Masse/weight, ± 0,1 % für Maße/dimension.

Diese Grenzabweichungen umfassen die kombinierte Genauigkeit der Messgeräte, des angewendeten Messverfahrens und aller übrigen Fehlerquellen des Prüfverfahrens. / These limit deviations include the combined accuracy of the measuring instruments used measuring method and all other sources of error in the test procedure.

Prüfdurchführung (Prüfabaufbau)

2. Display 2.6 BWR GL340 – Lebensdauertest, Prüfung 7 Tage (Hochrechnung auf 5 Jahre/  
Display 2.6 BWR GL340 – Service life test 7 days (extrapolation for 5 years).

Die elektronischen Preisschilder wurden mit 3V Gleichspannung dauerversorgt und zwei Mal täglich mit einer Pause von 4 Stunden, über Funk (2.4 GHz) mittels eines Scripts aktualisiert und so der praktische Betrieb simuliert. Dabei wurde ein neues Bild aufgespielt und der Verbrauch über 7 Tage aufgezeichnet. Der so ermittelte Monatsverbrauch ergibt bei einer Batteriekapazität von ca. 900 mAh (Entladespannung von 2.3 V) eine rechnerische Betriebsdauer von ca. 13 Jahre (siehe nachfolgendes Diagramm). Die Prüfungen wurden alle bei Raumtemperatur, Temperaturbereich während der gesamten Messdauer innerhalb von 23 +/- 2°C, durchgeführt. In der Berechnung der Lebensdauer und der Endauswertung wurde eine Selbstentladung der Zellen von 3%, bedingt durch Alterung, Betrieb bei unterschiedlichen Temperaturen, etc. mitberücksichtigt. /

The electronic shelf labels were permanently supplied with 3V DC and updated twice a day with a break of 4 hours, via radio (2.4 GHz) using a script, thus simulating the practical operation. A new picture was uploaded and power consumption was recorded over 7 days. The measured monthly consumption results in a battery capacity of approx. 900 mAh (2.3 V cut-off voltage) a calculated operating time of approx. 13 years (see diagram below). The tests were all carried out at room temperature (temperature range during measurement between 23 +/- 2 °C). In the calculation of the service life and the final evaluation, a self-discharge of the cells of 3% due to aging, operation at different temperatures, etc. was considered and taken into account.

Ergebnis / Result:

Der mit dem Zimper Leistungsmessgerät gemessene Energieverbrauch bzw. der daraus berechnete Monatsverbrauch liegt bei 0,012 Wh/Monat und entspricht einem Kapazitätsverbrauch von etwa 48 mAh im Jahr). Bei einer zur Verfügung stehender Energie von 2,7 Wh (900 mAh) ergibt das eine rechnerische Lebensdauer von ca. 13 Jahre (Selbstentladung der Zellen mit einbezogen). / The energy consumption measured with Zimper power analyzer, respectively the monthly consumption calculated from it, is: 0.012 Wh/month and correspond to 48 mAh per year). With an available energy of 2.7 Wh (900 mAh), this would mathematically result in a service life of approximately 13 years (considering the self-discharge of cells).

Bild 1./Pic. 1. Display 2.6 BWR GL340 (Frontseite, Rückseite, Typenschild / front, back, type plate)

Rev. 01



TÜV approved  
battery-lifetime of  
more than 10 years!

# The best flashing capabilities

**Microsoft Surface**

Microsoft Surface Pro 4  
Intel® Core™ i5—Intel® Graphics 128Go/4Go

SPECS	
Processor	Intel® Core™ i5
Resolution	2736 x 1824
Operating system	Windows 10 Pro
Storage capacity	128 GB
Memory	4GB
Screen Size	12,3"

**1,149.99**

**SCAN THE DIGITAL TAG TO GET EVEN MORE INFORMATION ONLINE**

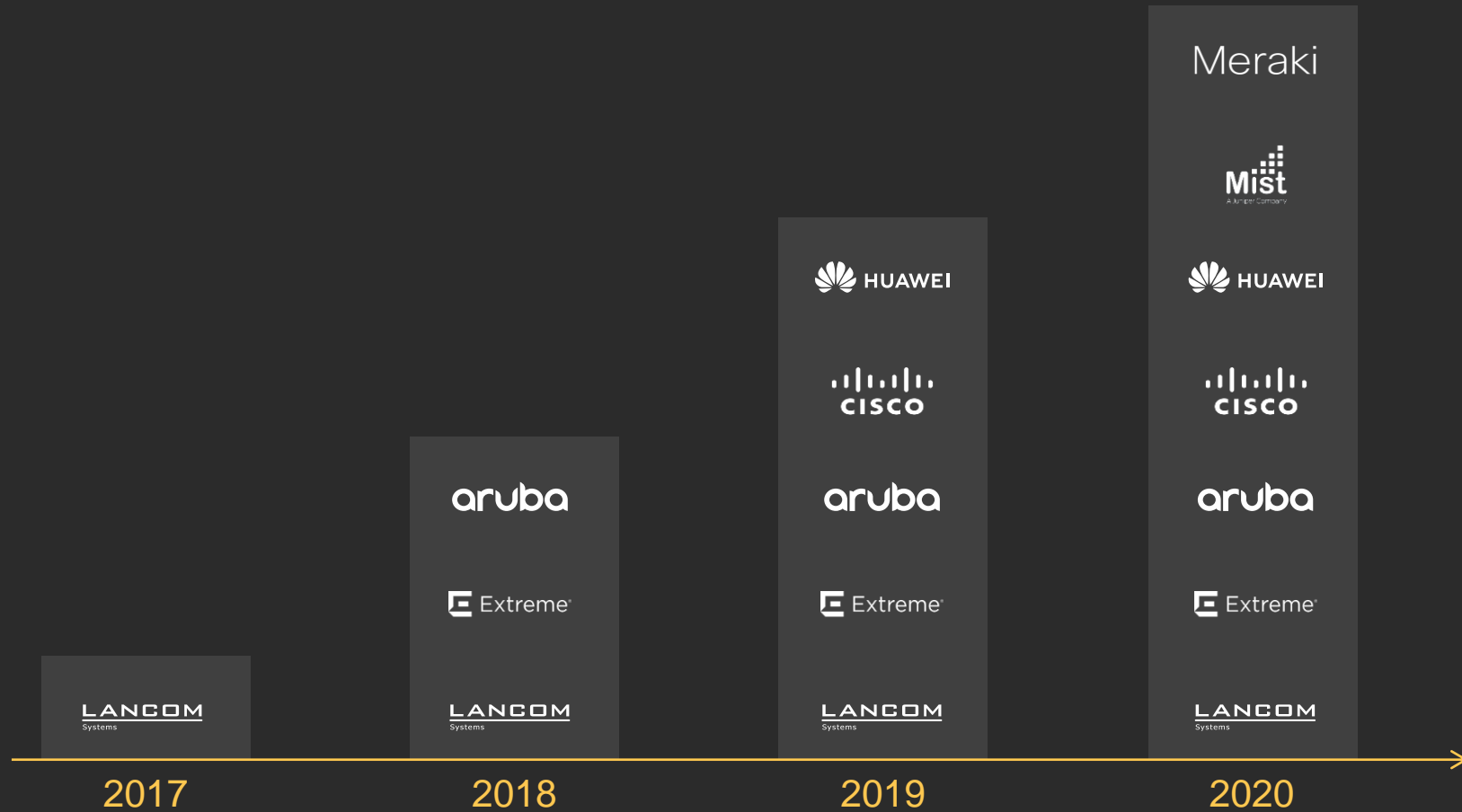
★★★★★  
26 reviews  
113 questions/answers

**Office**

SAVE 20 on Office for the purchase of a Surface

# Patented Wi-Fi integrations



Years of R&D efforts and developments

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Constant innovations and improvements

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Integrated with the leading Wi-Fi vendors

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Patent-protected



NO ARTIFICIAL SW



847kJ  
202kcal  
10%  
kJ / 449kcal



SERVING SUGGESTION  
SERVIERVORSCHLAG





**Out of Shelf**  
**250**  
 NA  
 Average: NA Total: 9,509

**Wrong Product**  
**0**  
 NA  
 Average: NA Total: 0

**Planogram Error**  
**NA**  
 NA  
 Average: NA Total: NA

**OoS Duration**  
**11.1h**  
 34.8% ↑ More than last month  
 Average: 7.3h

**Shelf Availability**  
**94%**  
 3% ↑ More than last month  
 Average: 91%

**OoS Rate**  
**6%**  
 3% ↓ Less than last month  
 Average: 9%



**Score**  
**93.61** 3% ↑ More than last month

● OK	3,662	93.61%
● Out of Shelf	250	6.39%
● Others	0	0%

**Task Manager**

**309** Open Tasks

6.5% ↑ Less than last week

Unassigned: **87,564** Resolved: **86,731**

- < 87,564 Refill Tasks
- < 0 Check Shelf Tasks
- < 0 Check Camera Tasks
- < 0 Check Edge Tasks

1 Active Rules

<b>SKUs</b>	<b>Facings</b>	<b>Locations</b>	<b>Shelves</b>	<b>Shelf Groups</b>	<b>Labels</b>
3,912	6,999	1	51	19	18,960

**Cameras**

44

39 5 1

**Edge Devices**

1

1 0

**Top 5 OoS Sections**

Pos	Name	OoS %
1	Bio	8.2%
2	Alcohol	5.6%

**Top 5 OoS Brands**

Pos	Name	OoS %
1	AGLAE	100.0%
2	BOULAOUANE	100.0%

**Top 5 Available Brands**

Pos	Name	OoS %
1	-	0.0%
2	0.125	0.0%

**Top 5 OoS Products**

Pos	Name	OoS %
1	HARICOT VERT SANS SEL AJ BIO	100.0%
2	CASSOULET TOULOUSAIN G.OIE	100.0%



# Dashboard

## Item OOS Event Rate

The number of OOS events for an item over a given period of time

## VUSION Tag + Cloud Connector

Perfect integrated into V:Cloud + Jeegy Cloud

## 3rd Party Ceiling Cam Connector

Easy and fast integration with other Cam Manufacturers like HikVision

## OOS Duration Rate

During a given measurement period, the total time that the item is OOS / the total selling time available

## OOS Sales Loss Rate

The total monetary sales volume losses due to OOS (the total sales + the estimated dollar sales losses)

## Misplaced Product

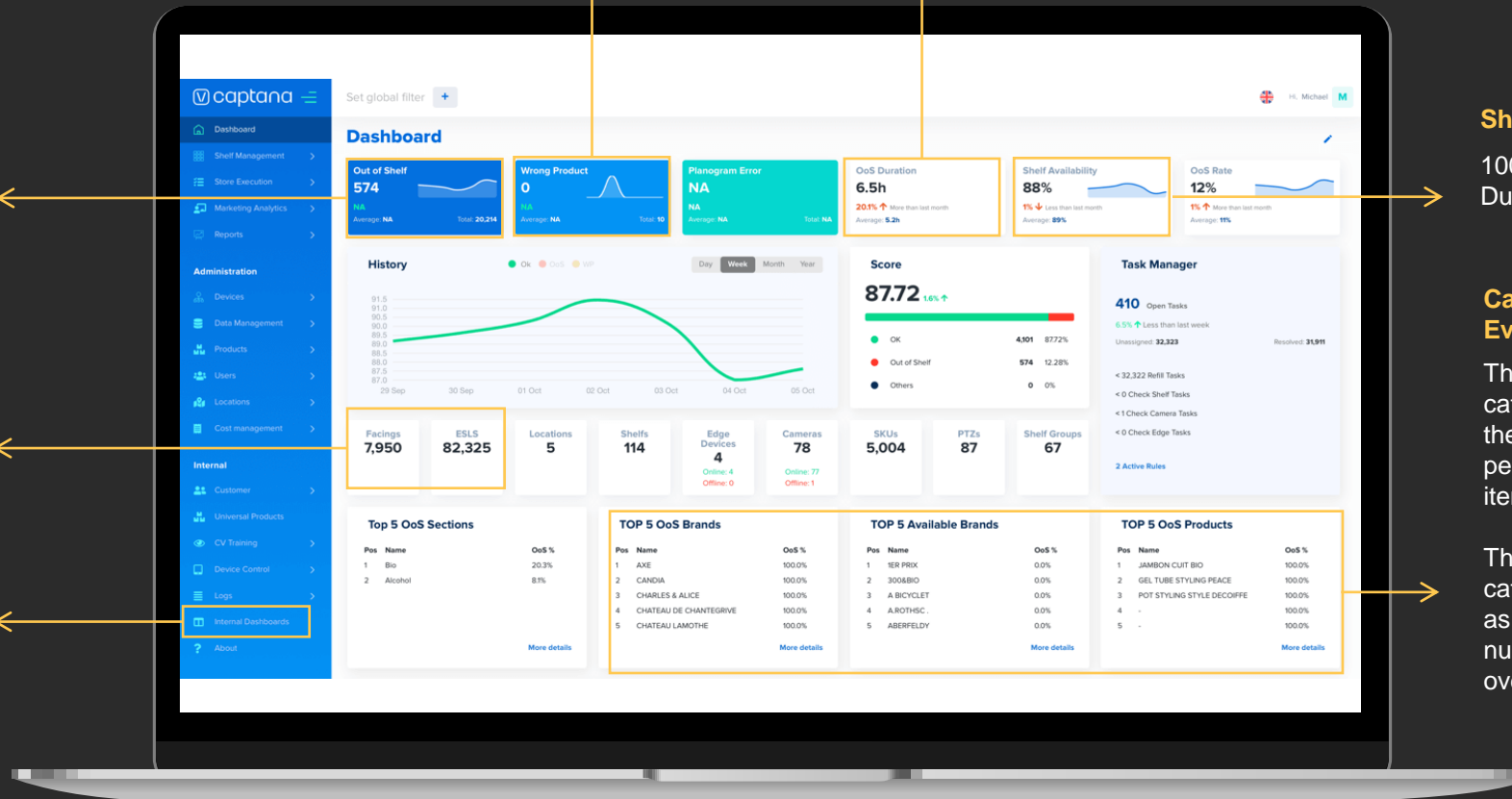
## Shelf Availability Rate

100 % - OOS Duration Rate

## Category OOS Event Rate:

The number of items in the category that are OOS at the time the measurement expressed as a percentage of the total number of items intended for sale

The number of items in the category that are OOS expressed as a percentage of the total number of items intended for sale, over a given period of time



VISION

Rail

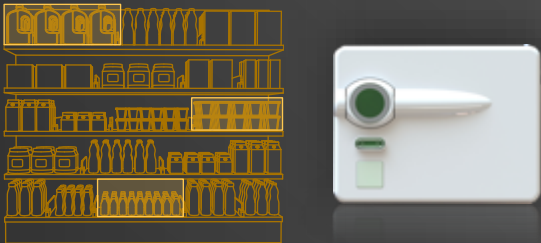
# VUSION Retail IoT PLATFORM

CLOUD

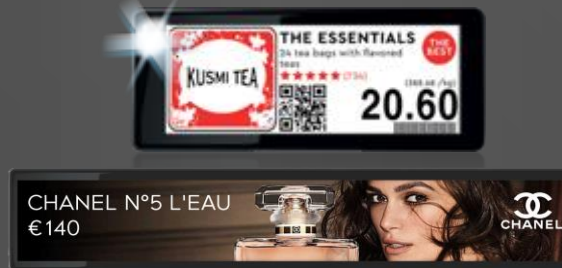


STORE

## SHELF MONITORING



## STORE OPERATING SYSTEM SUSTAINABLE IOT



## DIGITAL ADVERTIZING & SHOPPER ENGAGEMENT

