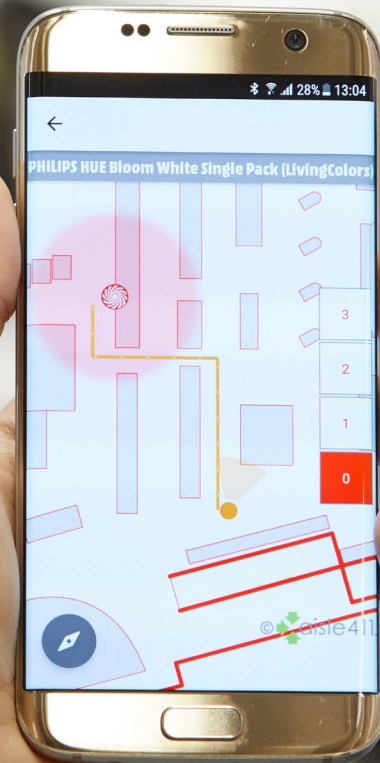


interact Retail

Indoor navigation



Want to help your customers shop smarter?

Help save your shoppers time and money while improving your sales.

Today's consumers want the same shopping ease that they can get online in the actual store. Large store layouts, aisle organization, and the sheer number of products make this challenging. Interact Retail Indoor navigation helps you overcome these barriers, increase shopper engagement, avoid lost sales, and improve the shopping experience, by enriching your store app with the ability to guide, target, and track customers via highly precise location data through VLC lighting.

You can help your customers find items quickly, allow them to request help, and offer them relevant promotions, while obtaining useful data to optimize your store operations, confirm planograms, assist employees on product stocking, or refine store layouts and marketing tactics.

Find out more about Interact Retail
www.Interact-lighting.com/retail

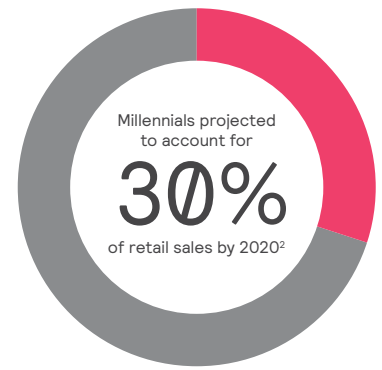
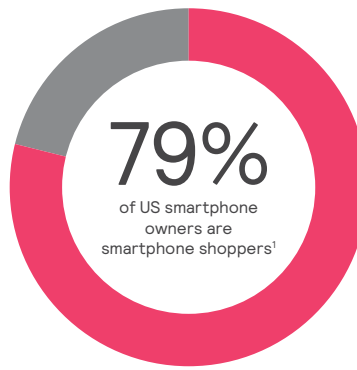
Works with

Connected lighting

PHILIPS

Are people really using their phones in-store?

A study carried out by Google in 2013 found that 79% of smart-phone owners are “smart-phone shoppers”, meaning that they use their phones to support their shopping while in-store. This trend will only become stronger as Millennials are projected to represent 30% of total retail sales in the US by 2020.



Lighting can do more than you think.

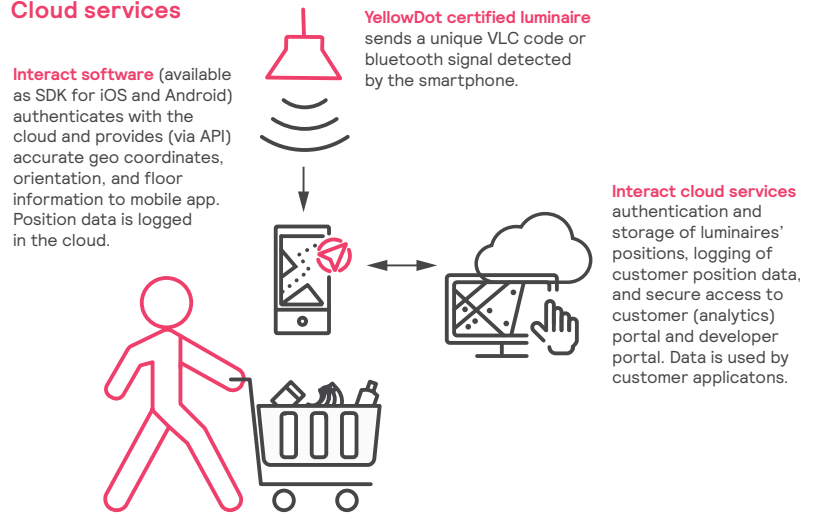
Interact Retail indoor navigation leverages the lighting infrastructure, which is needed in every corner of your store space, and the unique capability of Visible Light Communication (VLC) to provide the best positioning analytics with precise, centimeter level accuracy and metrics, while also helping your store reach its sustainability targets with energy efficient lighting and smart controls.

While some navigation technology is limited to new construction or complete remodels, our unique **VLC TLED solution** makes retrofitting easy.



Our technology is comprised of three components:

- VLC luminaires/retrofit kits/lamps
- SDK software
- Cloud services



Features/Capabilities	Your Benefits
Easy to use SDK that integrates data with your in-house Apps	<ul style="list-style-type: none"> Drive effectiveness of your digital tools, enabling product finding & help requests Minimize potential loss of sales & increase customer loyalty
Precise location or 'product level' accuracy in centimeters, extremely low data latency (<1s) and high degree of stability	<ul style="list-style-type: none"> Improve shopper convenience – identify the location of shoppers & guide them to the right product Improve shopper engagement – through accurate location based promotions and product support Improve store operations – assist employees with product stocking and confirm planograms
Navigation as part of default lighting infrastructure, future-ready with smart sensors and cloud services	<ul style="list-style-type: none"> Maximize benefits of one infrastructure for investment savings
Versatile platform with solutions for new construction & retrofit	<ul style="list-style-type: none"> Choose new luminaires or simply relamp your existing ones with our unique VLC TLEDs for flexibility and platform consistency
Intuitive dashboard for Indoor navigation analytics	<ul style="list-style-type: none"> Track and compare metrics like footfall, dwell-time, and density to maximize your store and marketing effectiveness
System supports smart lighting controls and BMS integration	<ul style="list-style-type: none"> Promote continuous operational cost optimization with possible energy savings up to 85%

¹ Google Shopper Marketing Agency Council, Mobile In-Store Research: How in-store shoppers are using mobile devices, April 2013
² Accenture Outlook, Who are the Millennial shoppers? And what do they really want?, 2013

Find out how Interact can transform your business
www.interact-lighting.com/retail

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