

inReality[®]

Gathering
Performance Data
for Retail
Touchpoints to
Easily Adapt and
Grow Sales.

www.inreality.com



Kiosks



Visual Merchandise



End Cap Displays



Digital Signage



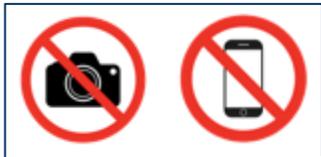
Vending Machines

Radar Analytics Solution

Eliminating common objections



Leading with Privacy



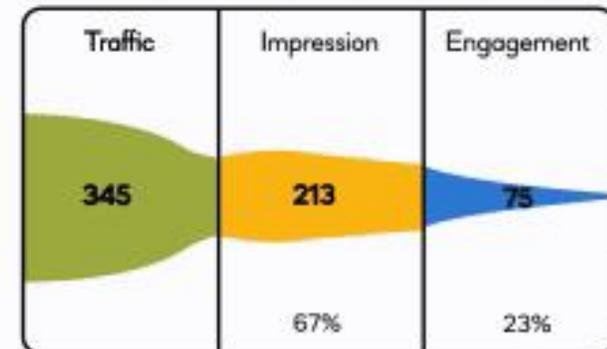
Easy Setup with Mobile App



No Subscription Needed - supports data on demand



Automated insights and Performance Score



Camera Analytics Solution



Detection

Face Detection
Body Detection



Regions

Multiple Gates (count in and out)
Multiple Zones (count and dwell)

Attributes



Gender
Male/Female

Age Group
Youth, young adult, adult, senior

Sentiment
Surprise, happy, neutral, sad, angry

Gaze
Face looking in sensor direction

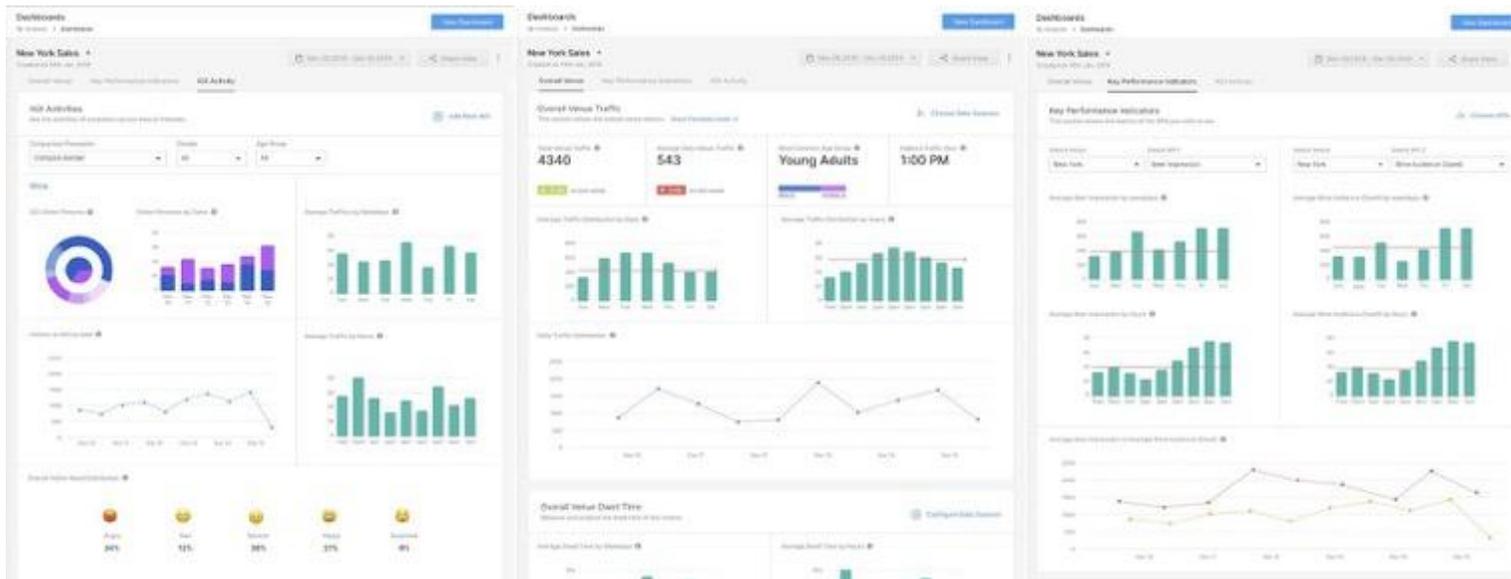
Visualizations

Supports simple and complex formula driven KPI insights

BI Integration



Dashboards



Scorecards



—●● Leverage the InReality Performance Score

Influence Strategic Decisions:

- Leading indicator of sales performance
 - *Stop or Extend accordingly*
- Tool to dissect good and bad performing initiatives
 - *Influence future initiatives*
- Identify good and poor performing stores
 - *Learn best practices from good performing and apply to others*



What can the analytics influence



Remove the guesswork from making strategic business decisions.

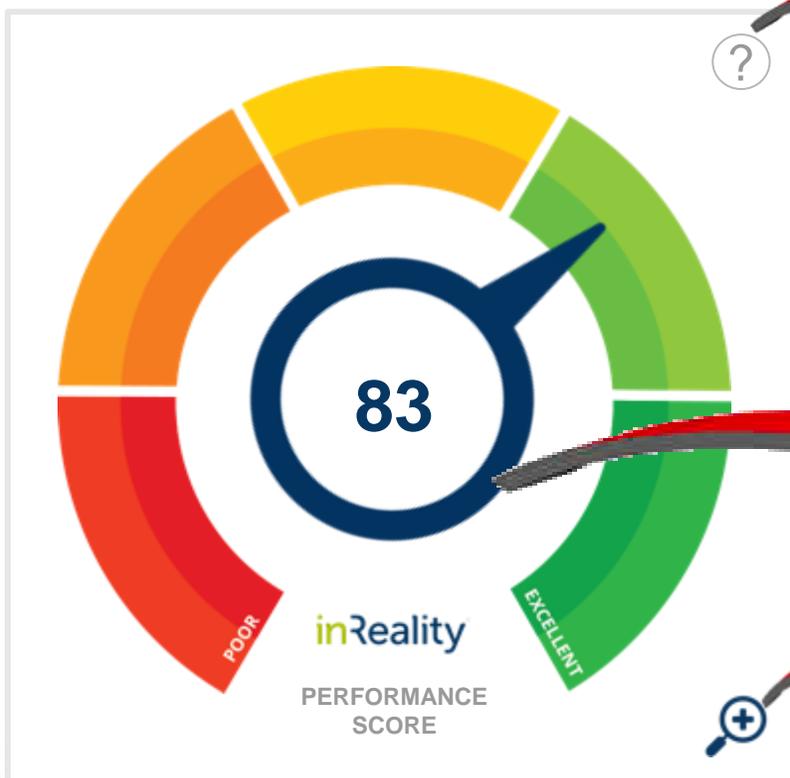
- determine actual foot traffic into area to help determine appropriate investment level for the space
- are your in-store or external promotions influencing shopper behavior
- A-B testing of digital screen content to drive engagement for higher margin product



Quickly identify opportunities and areas for improvement.

- is your signage driving traffic, but you're not seeing the conversion
- determine the areas with the most traffic and engagement for placing higher margin products
- identify the products which are getting engagement, but not actually selling because the size/options/price was not right,







inReality®



Technology in Action

One Platform - Multiple Technologies

Detecting presence and behavior



Pinhole Camera



RF Sensor



Core Metrics

- Traffic
- Impressions
- Engagement
- Dwell



Mobile Device Detection



Copy

Security Camera

Traffic and Presence - Radar



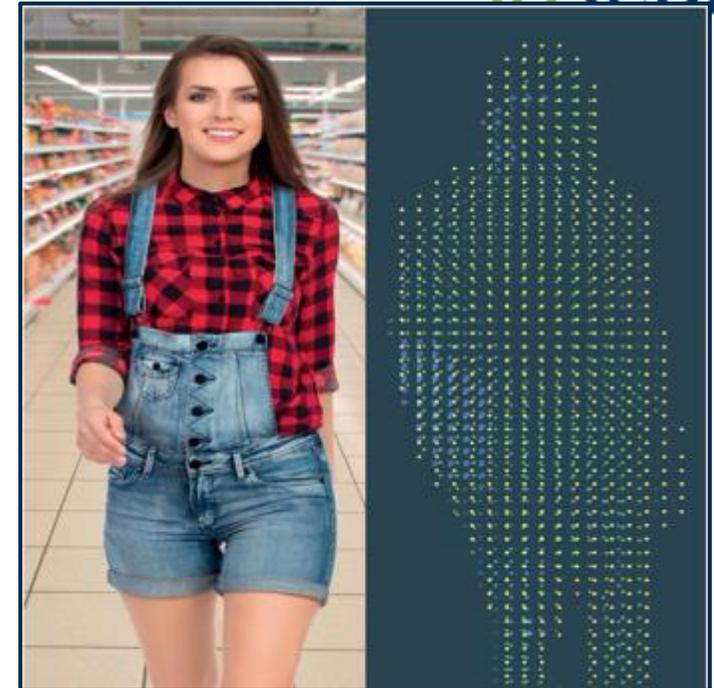
Shopper Traffic and Presence Tracking

Draw zones anywhere in the RF Sensor's field of view.

Metrics:

Unique ID, Dwell Time, Proximity

inReality

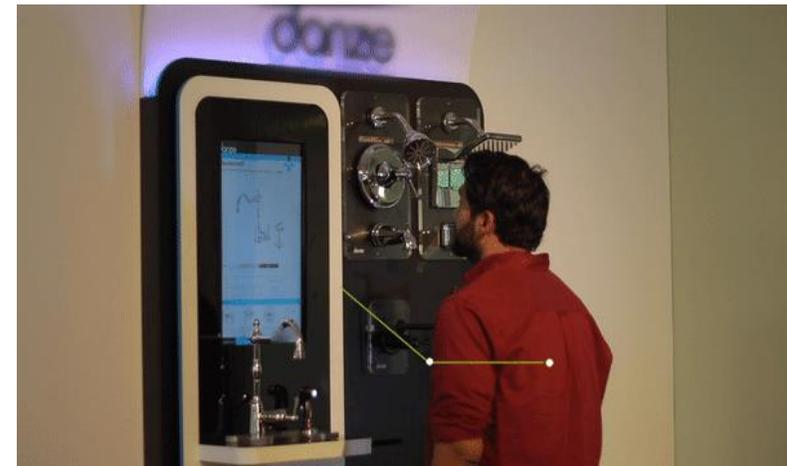


Shopper Traffic and Presence Tracking

Detects faces anywhere in the camera's field of view.

Metrics:

Face Count, Gender Count, Age Group, Proximity, Mood, Dwell Time, Unique ID anonymous



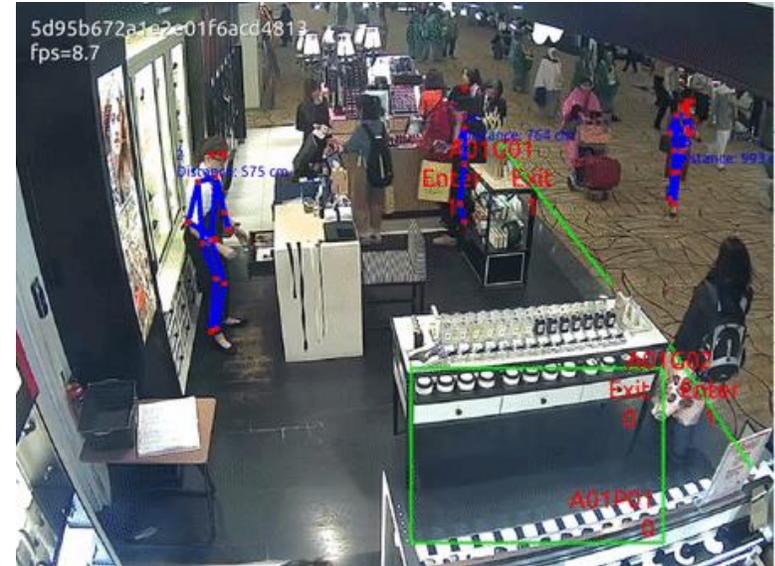
Traffic - Body or Skeletal detection

Shopper Traffic and Presence Tracking

Draw gates and zones anywhere in the camera's field of view.

Metrics:

Unique ID, Dwell Time, Proximity Pose



Engagement - Shelf reach-in

Product Shelf Reach-in

Draw zone for hand detection in camera's field of view. Detects hands reaching into the zone.

Metrics:

Interaction Count, Dwell Time, Unique ID



Gesture Recognition

Gesture Raise your hand

Detection of hand signals to trigger sales associate help request

Metrics:

Interaction Count, Dwell Time, Unique ID



Lift and Learn

Digital attract loop stimulating product pick up

Metrics:

Interaction Count, Dwell Time, Unique ID



Product recommendation

Product recommendation using Smart LED lights

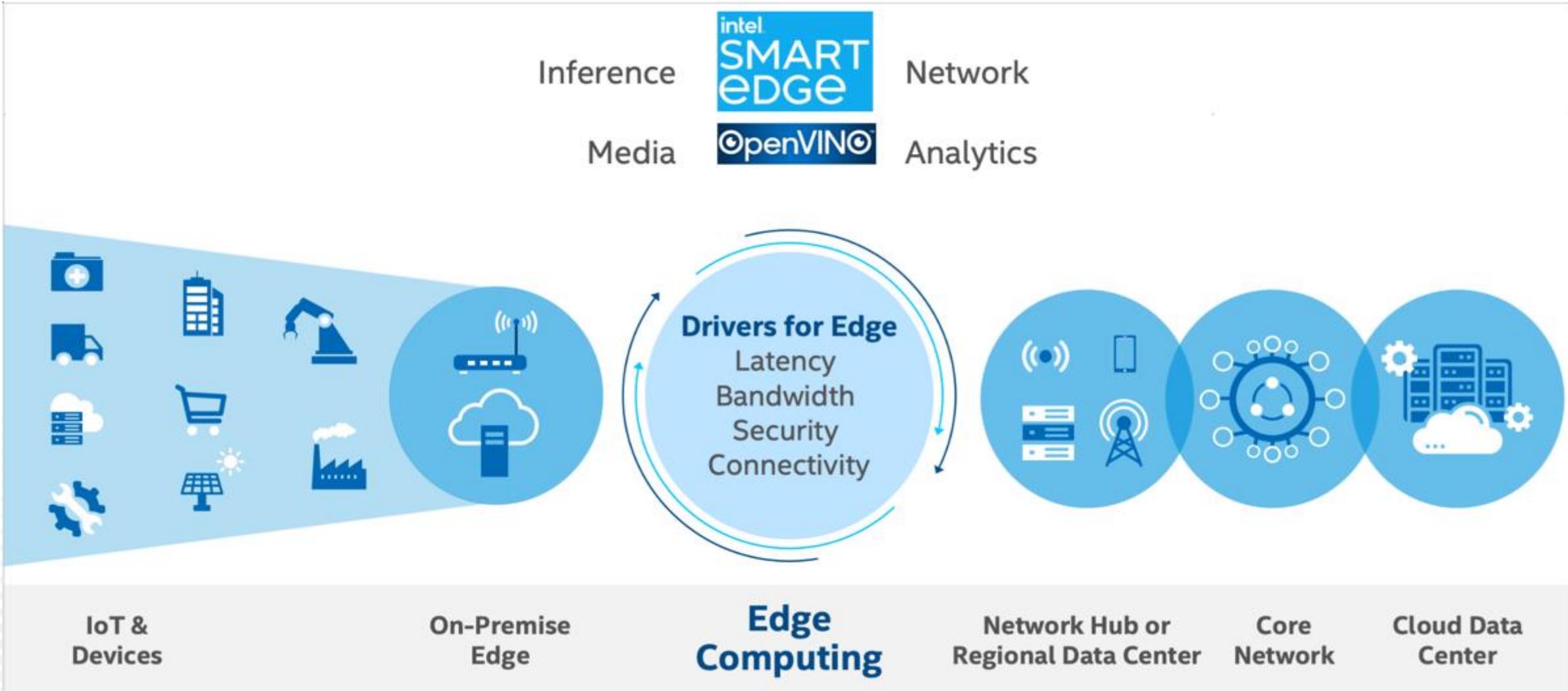
LED fixture lights up to grab attention, then selections to showcase choices.



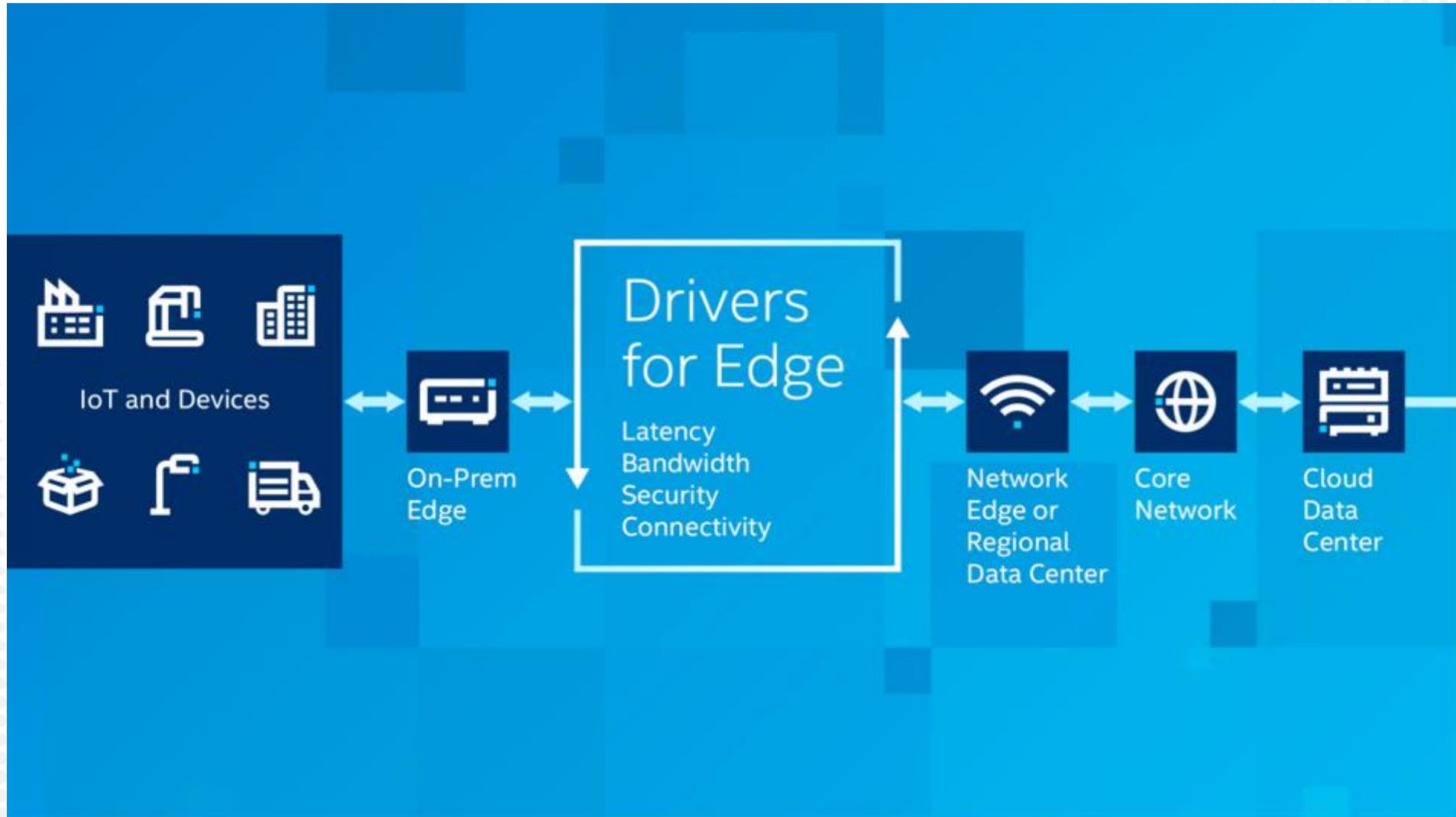
Edge Computing



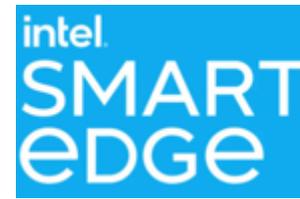
The shift to Edge Computing



Benefits of Edge Computing



Intel powered - Edge Computers



CPU

Processors

- 6th to 12th generation Intel Core processors
- 1st to 3rd generation of Intel® Xeon® Scalable processors
- Intel Atom® processor with Intel® Streaming SIMD Extensions 4.2 (Intel® SSE4.2)

GPU

Processors

- 6th to 12th generation Intel Core processor with Intel® Iris® Plus and Intel® Iris® Pro graphics and Intel HD Graphics
- 11th generation Intel Core processor with Xe architecture
- Intel Xeon processor with Intel® Iris® Plus and Intel Iris Pro graphics and Intel HD Graphics (excluding the e5 family which does not include graphics)
- Intel® Iris® Xe MAX Graphics

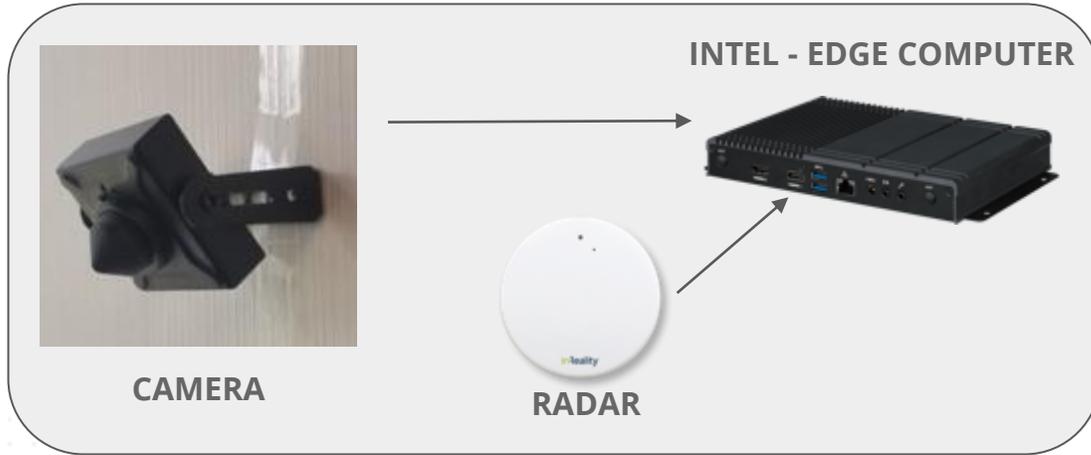
VPU

Supported Hardware

- Intel Vision Accelerator Design with Intel® Movidius™ Vision Processing Unit (VPU)



How does it work?



Hardware footprint in a Venue or Store

Non-PII -
AGGREGATED DATA



IR CLOUD PLATFORM

3rd PARTY DATA -
WEATHER, SALES,..

DATA VISUALIZATIONS

Edge Computing

- All video processing is performed locally in real time so that images or videos do not need to be recorded or transmitted.
- All the anonymous audience measurement data generated by our software is securely streamed (SSL / TLS) to our cloud which only our clients can access.
- Aggregated anonymous "metadata" (non-PII) information is sent to our Cloud



Case Studies



RadAR Analytics - Major Clothing Retailer

inReality



Goal

Retailer is interested in understanding the adoption of a new initiative that allows shoppers to self-check out. Better understanding shopper engagement with different changes to designs in different regions is their key goal.



Solution

Add an inReality Radar Sensor in the vicinity of the Self-Checkout area, simple and done within 20 minutes.



Results

Insights help retailer understand the effectiveness of different designs, leading to better ongoing design decisions, improving their key numbers and ongoing customer satisfaction.

Radar Analytics - Major Mobile Phone Retailer



Goal

With analytics platforms changing the way Retail Environments are interacted with, retailer wants to be able to understand the impact of different marketing campaigns and split testing creatives for their retail displays.



Solution

Placed door counters at the entrance to measure traffic and in 3 important areas of interest to gauge traffic, impressions, and engagement.



Results

Using inReality's solution, retailer is able to measure and quickly analyze their traffic for the first time, see hotspots within the store that have the most traffic, and measure various promotions to see what variables work and what don't. They are now able to exponentially better optimize their displays for conversion.



Camera Analytics - Word Expo 2020

inReality



Goal

Understand the visitor journey, demographics and engagement in the KSA Pavilion that is 13,000 sq meters. Use the real-time data for crowd control in the different areas of interests or exhibits in the Pavilion.



Solution

Deployed our Camera Analytics Solution using 30+ security cameras placed in KSA pavilion at different Areas of interest. Real-time dashboard for the Operations Control Room for occupancy monitoring for crowd control.



Results

Using inReality's solution, KSA Pavilion's team is able to measure and analyze their visitor journey demographics and their engagement. Real-time dashboard for occupancy monitoring. Analyzed 5M+ visitors in the Pavilion with 95% accuracy.



Thank you.

inReality®