



# EXPERIENCE RETAIL REDEFINED

## NRF 2018: INTEL BOOTH DEMO FACT SHEET

Retail is getting a remix. Through data-driven insights, Intel is helping retailers transform the way they do business. See how Intel is collaborating with retailers to redefine the future of retail.

Check us out at booth 2831 at NRF's Big Show, January 14-16 in NYC.

### PERSONALIZATION

#### Take-Away Makeovers

##### **MemoMi Memory Makeover – Neiman Marcus makes in-store makeovers unforgettable**

Now customers can recreate the personalized makeover they received in-store anywhere thanks to MemoMi's Memory Makeover. The Memory Makeover mirror records the makeup artist's application process step by step and sends it to the customer's phone. This customized tutorial details what products were used and how they were used. Customers walk away with their own personalized makeover and retailers gain better insights into what customers want.



#### Responsive Environment

##### **Telefonica On The Spot – Dufry delivers a more personalized experience with responsive environments**

Imagine walking into a store built just for you. Dufry is making this dream a reality by personalizing its in-store experience for its customers. As you enter the store, signs and kiosks adjust to guide you on a more tailored journey—complete with music, illuminated floors, and sound effects. These personalized experiences are what customers today are asking for.



#### Informed Interaction

##### **VSBLTY – Brown's ShopRite provides customized recommendations based on demographics**

Intel and VSBLTY are working together to know what customers want before they do. Using facial analytics, VSBLTY offers personalized content to shoppers based on their age, gender, and location—ensuring they spend more time in-store and feel like the store has their best interests in mind.



### SUPPLY CHAIN OPTIMIZATION

#### Data on Demand

##### **Intel® Responsive Retail Sensors – G-Star uses sensors to improve inventory accuracy and ensure customers get what they want when they want it**

Thanks to Intel Responsive Retail Sensors, G-Star has more access to critical operational data than ever before. Through the use of sensors and real-time POS transactions, they get a more complete picture of what's selling and what's not, and whether items need to be replenished—giving them the data-driven insights they need to make more informed inventory management decisions and ensure that customers are getting what they need.



## Continuous Shelf Monitoring

### Bossa Nova – Autonomous on-shelf inventory-scanning robots

With Bossa Nova's robots, retailers can run stores more efficiently and free up store associates' time to focus on improving the shopping experience. Bossa Nova's autonomous robots integrated with Intel RFID capture images of store shelves and read RFID tags. AI is used to analyze the resulting data and calculate the status of each product including location, price, and out-of-stock details. The combination of robotics, AI, image capture, and RFID results in a very rich and accurate dataset that enables retailers to improve the customer experience.



## Brilliant Shelves

### AWM Smart Shelf – Hershey's has shelves that benefit both buyer and seller

Hershey's wants to make sure that every time a customer walks down the aisle, they're finding exactly what they want. By using the AWM Smart Shelf to cater products toward individuals based on customer data, they can keep retailers in the loop on shrinking inventory and shopper statistics, simultaneously.



## INNOVATION / ARTIFICIAL INTELLIGENCE

## Personalized Tastings

### Mobica – Lolli & Pops offers a more personalized approach to customer loyalty

Lolli & Pops is treating customers to a whole new way of buying sweets. Using computer vision, associates can recognize loyalty members in real time as they enter the store. Then, using AI-enhanced analytics, they can access members' preferences and make personalized product recommendations—giving shoppers the VIP treatment while ensuring that they keep coming back.



## Guard Against Loss

### SpotCrowd – Spots known shoplifters before they strike

Every retailer knows that spotting shoplifters can be a difficult task. But now, SpotCrowd offers a way to recognize known shoplifters when they enter the store. The solution, powered by Intel, uses computer vision cameras and AI to analyze customer data. Store managers can receive alerts when someone who has stolen something in the past has entered the store—allowing associates to monitor their behavior and help prevent theft.



## Responsive Retail

### Responsive Retail – Giving retailers a 360-degree view into their stores

Responsive Retail is an open ecosystem approach to providing a comprehensive view into the store to generate actionable insights. IoT data and AI can help retailers move from counters and transactions to a fully responsive store that understands which customers are ready to purchase, which are the highest value, and how they are interacting with products. By analyzing this data over time, retailers will understand how to better optimize product affinity, merchandising, marketing, and traffic flow for key demographics.

