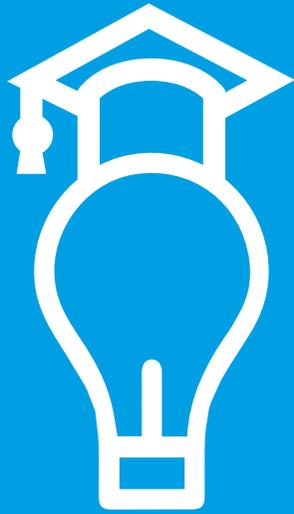


SMART AND INNOVATIVE RETAIL



SMART METRIC SYSTEMS



INNOVATIVE LIGHTING SOLUTIONS



INNOVATIVE AND SMART RETAIL



SMART METRIC SYSTEMS

BROWSING

- Tracking and analysing the customer flow through RTLS
- Providing data about space utilisation and interaction

TRAFFIC

- Creating customer profiles based on data from mobile phones and video sensors
- Following footfall trends and overall location potential

DEMOGRAPHICS

- Adjusting marketing activities to real audience
- Analysing basic demographic data about customers

QUEUE

- Avoiding occurrence of queues
- Increasing overall customer satisfaction

BUYING

- Viewing essential business metrics
- Improving store productivity

INNOVATIVE LIGHTING SOLUTIONS

UNIQUE LUMINAIRES

- Tunable white technology
- Excellent color rendering CRI 90+
- Efficient optical system



DYNAMIC SHOP WINDOW

- Customised graphical user interface
- Creating your own lighting composition
- Movement scanning



SMART MIRROR

- Real colours without shadows
- Programmable scenes: evening, office, daylight
- Movement scanning



STIMULATING SUPERMARKET

- Continuous lighting lines ideal for open spaces
- Suitable colour temperature of white light for specific areas of the store



RETAIL PSYCHOLOGY

- A sensory experience and elements of a store's environments
- Colour theory and important lighting aspects



INNOVATIVE AND SMART RETAIL

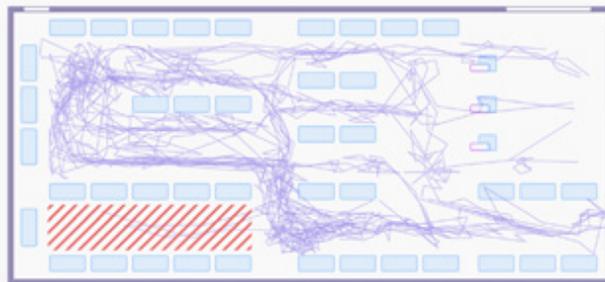


SMART METRIC SYSTEM



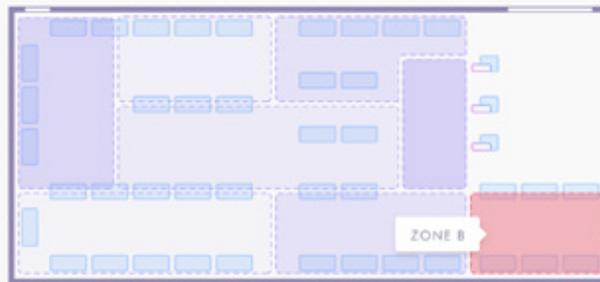
BROWSING

Customer movement analytics based on positioning data. It provides you with a detailed view of how exactly customers utilise the shopping area, how they interact with the product zones and the store's layout in general. Customer flow is precisely tracked thanks to the RTLS (real-time location system) and analysed in real-time.



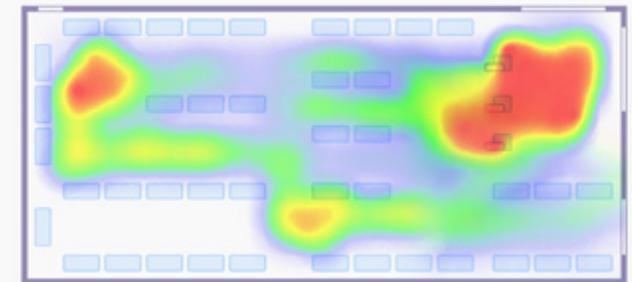
↓ 40%
LESS VISITED ZONE

32,2m
AVG WALKING DISTANCE



0m 18s
DWELL TIME IN ZONE B

541
VISITS IN ZONE B



12m 45s
EFFECTIVE SHOPPING TIME

4m 20s
NON-EFFECTIVE SHOPPING TIME

Do I have the well-spaced magnetism of the different categories throughout the store? Are they reasonably attractive at a given time?

The application showed a zone with extra customer penetration, a more efficient distribution of goods will be required.

Is my store designed optimally? Which zones of the store are bypassed?

We have indicated a zone that loses up to 40% of potential visitors to neighboring areas.

What is the optimal time to shop? How much time do customers spend on the store ineffectively?

The ineffective time, such as passing through the entry zones and waiting in line, grew by 20%.

TRAFFIC

Advanced footfall analytics based on the data from mobile phones and accurate video sensors. By combining these two sources you can get a very accurate picture about footfall trends, overall location potential and basic customer profile.



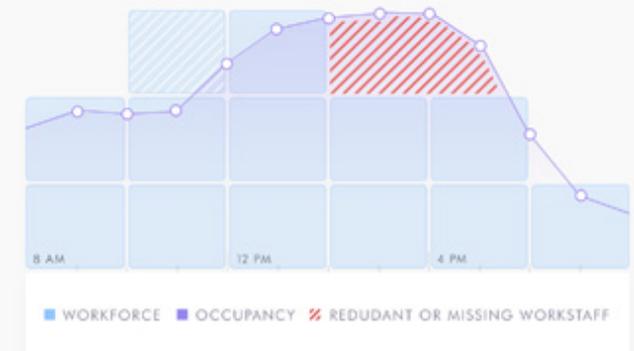
Has the campaign helped me get more visitors? How many new visitors came to the store?

After launching the campaign, the number of visitors increased by 15% over the three weeks, with a new visitor increase of 30%.



Do I have correctly set opening hours according to the number of people walking around during the day?

Even after the store is closed, the movement in front of it is considerable. By lengthening the opening hours, we will gain additional business opportunities.



Do I have a sufficient number of employees in relation to the current number of customers in the store?

Employees around lunchtime cannot fully serve all customers.

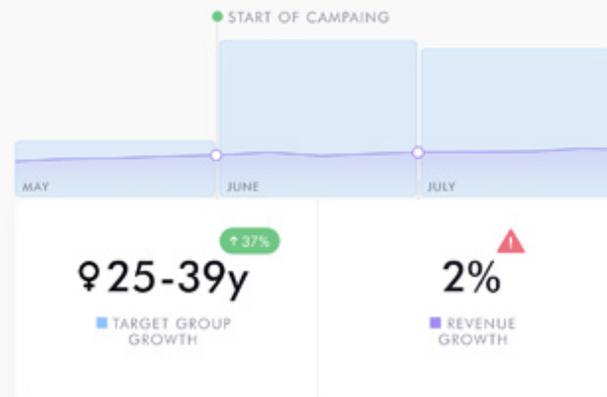
DEMOGRAPHICS

Adjust your marketing activities to your real target audience. Thanks to the dedicated biometric sensors, you will be able to analyse the gender and age structure of your customers with high accuracy.



How do my customers' demographics change over time?

Year-on-year, the number of customers aged 30-45 increased by 20%.



Has the target group been attracted? Has it reflected on sales?

The marketing campaign attracted another 37% of customers from the target group in July. Nevertheless, sales have changed only marginally.



Was Campaign Effective? How has demography changed on individual sites during A / B Campaign Testing?

Variant B proved to be more efficient. Store B brought another 16% of target group customers aged 26-45; Variant A attracted only 4%.

QUEUE

Neverending queues lead directly to the reduced shopper satisfaction. This results in low customer loyalty. Active queue monitoring mitigates these risks, reduces your customers' frustrations and helps you better organise your staff. Accurate video sensors are used to monitor congestion patterns and enable you to forecast when and where queues occur.



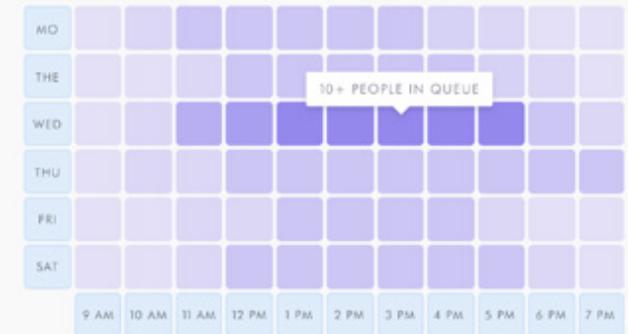
Do I have well optimized cashier shifts?

We have identified overloaded shifts, when longer queues occurred.



How does the length of rows affect the frequency of purchases and customer loyalty?

The store loses 14% of additional visits from loyal customers.

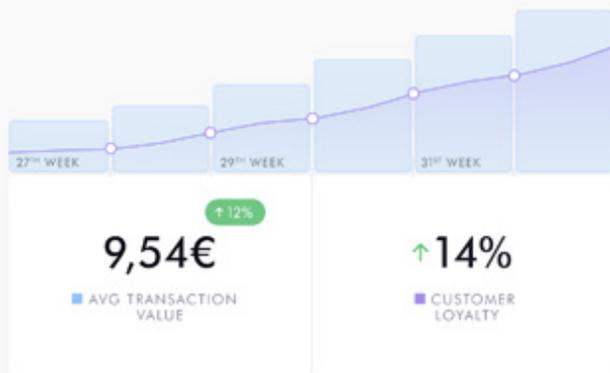


Who many cashiers do I need to schedule for the next week?

Wednesdays are the days with the highest congestion at the wait lines.

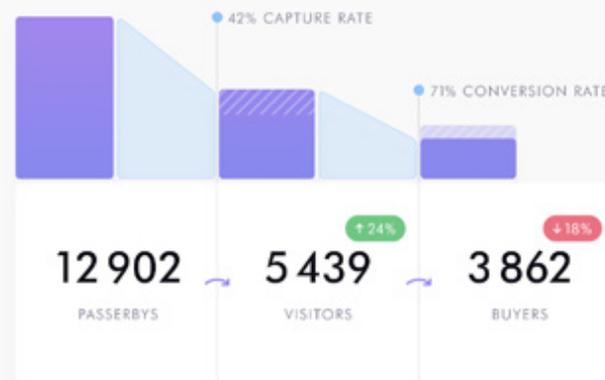
BUYING

Add your core productivity KPIs as a layer on top of the core behavioral KPIs and see how they relate to each other. Integrated with large variety of POS systems, this module provides you with a detailed view of the essential business metrics (Revenue, ATV, UPT). Bundled with the Traffic module, it also allows you to monitor the critical indicators of store productivity such as the conversion rate of visitors into customers.



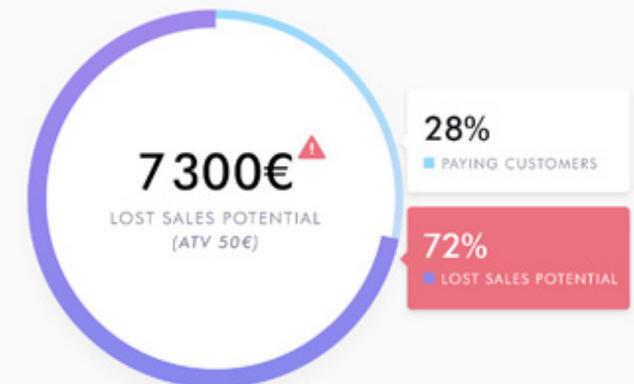
What is the business impact of the number of loyal customers? How does average transaction value (ATV), units per transaction (UPT) or total turnover change?

By using loyalty-enhancing activities customers return to the store more often and are willing to shop more. ATV and UPT are continuously rising.



Do I achieve set business plans based on changes made in the store?

Total sales did not change despite the fact that the Capture Rate increased. The store could not re-sell this potential (Conversion Rate declined).



Where are the hidden business opportunities?

During one day the store lost more than 63% of its sales potential. Possibly thanks to a bad service.

INNOVATIVE LIGHTING SOLUTIONS



UNIQUE LUMINAIRES

Our luminaires are designed to follow the rules of strategic principles of retail psychology, i.e. they help to increase attractivity of stores and displayed products, guide the customers through the space effectively, and thus increase sales. While using lighting to satisfy the clients' needs and make them feel welcome and understood, the brands also build loyalty.



ELYS FAMILY

- Tunable white technology
- Excellent color rendering CRI 90+
- Efficient optical system



SMART-L

- Flexibility in lighting design achieved by different lighting distributions
- Optional sensor integration
- Market leading efficacies



EDYN

- Super slim design
- Excellent UGR < 19
- High efficiency of up to 125 lm/W

DYNAMIC SHOP WINDOW

*Achieve perfect ambience with professional retail lighting to make the best first impression.
Create different scenes focusing attention on various details with accent lighting,
RGB colours and tunable white technology via a customised user interface.
Re-design the shop window lighting as needed, with just a few touches.*

Light and the use of lighting effects fundamentally affect our perception of a space, thus understanding light and psychology is key in retail lighting in order to increase sales. Use lighting effects that guide the customer's perception, present a story and highlight exclusive product details.

The lighting system is controlled through the Graphical User Interface that is customised according to the design of the shop window.

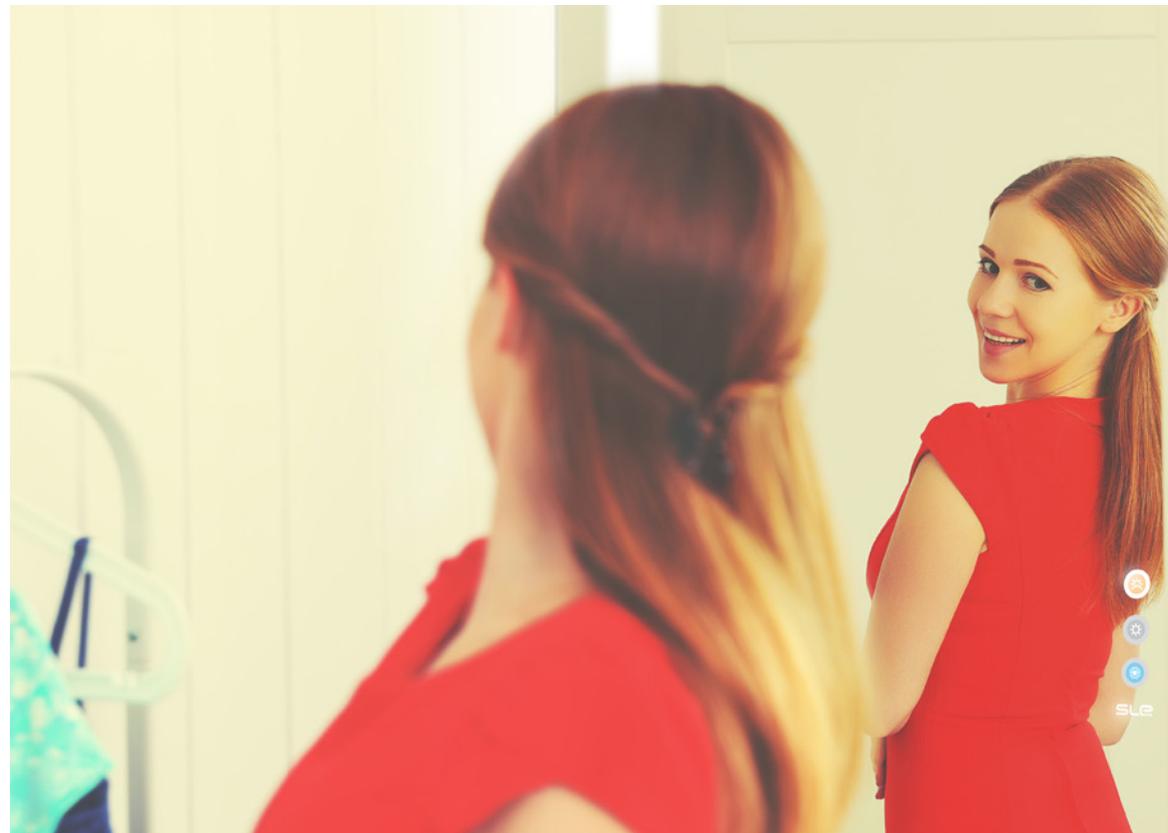


SMART MIRROR

With SMART MIRROR our aim is to transform the ordinary and many times not so pleasant dressing-room experience into a fun activity. The mirror lighting minimises the occurrence of harsh and unrealistic shadows, renders colours and skin tone naturally, flatters facial features and softens all body shapes.

Smart Mirror lighting uses the latest Pi-LED technology allowing the mirror to simulate the environment in which the product will be used. Soft, warm light is perfect for an evening dress, while cold white light is ideal for outdoor wear. Choose neutral white light to assess items for workdays at the office. With the latest technology we can utilise the complete white light spectrum – from cold white 6,500K, through neutral white 4,000K on to warm white 2,700K.

The mirror can be controlled by touching the icons of an intuitive control panel.



STIMULATING SUPERMARKETS

Good quality lighting in a supermarket is able to help customers make the right buying decisions and, at the same time, creates a pleasant shopping environment that stimulates purchase behaviours.

Applying different modules inside the luminaires with various colour temperatures and colour points enhance the attraction of products by supporting their natural colours and highlighting certain tones.

Applying different modules inside the luminaires allow us to add the suitable colour temperature of white light from warm through neutral to cold to specific areas of the store.

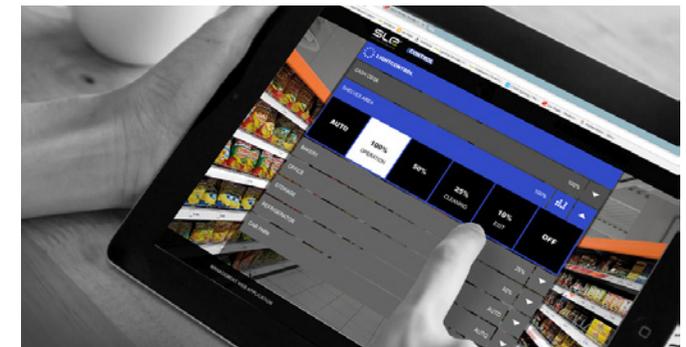
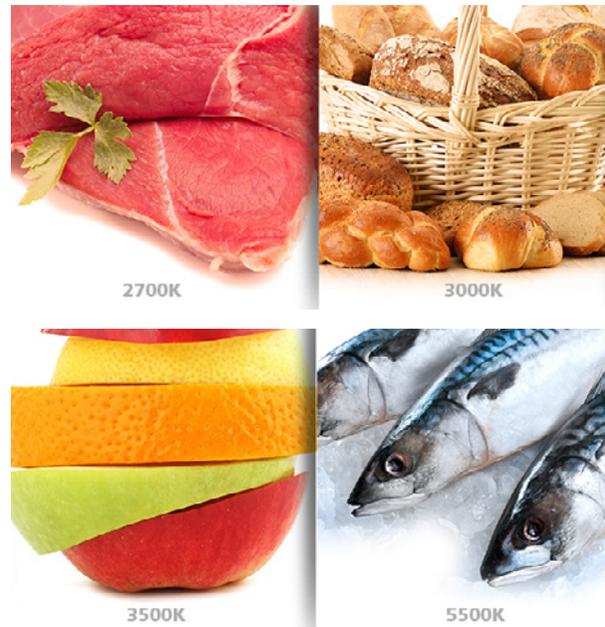
SupermarketPro is a modern solution for easy controlling and monitoring of the lighting system in supermarkets. The LMS is controlled through a Graphical User Interface that is customised according to the specific supermarket solution.

Its key modules make it possible to automatically collect, store and process data, schedule switching, generate reports about the system status and savings and send notifications about failures and system errors.

CRI 70



CRI 90



RETAIL PSYCHOLOGY

Light is a cornerstone in retail, a key tool to influence and guide customer reaction to and engagement in the shopping experience.

Light influences our emotions, cognition and spatial perception.

In fact, it is argued that there is a direct correlation between the use of light and resultant behaviours.

Applying different modules inside the luminaires allow us to add the suitable colour temperature of white light from warm through neutral to cold to specific areas of the store.

SENSORY EXPERIENCE AND SETTING SCENES



Norms and aspects assessed by Lighting Quality Standard: ERGONOMICS, EMOTION, ECOLOGY, EFFICIENCY, ESPRIT and EXCEPTIONALITY.

INDIVIDUAL ELEMENTS OF A STORE



COLOUR THEORY



REALISATIONS





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