

Irisys
Smart Retail

Gazelle

Intelligent Analytics Platform

*“...the
most
successful
in-store
analytics
company
in the
market
today.”*

ABI Research.
Retail Customer
Analytics:
Technologies,
Markets and
Revenues.
August
2013



Solving operational challenges - retail stores, shopping malls, airports, office buildings, entertainment venues and similar locations are complex places.

Understanding how customers move and interact in these environments, unlocks opportunities to optimise operations, deliver even higher levels of customer service and improve shopper conversion.

For example, while most retailers have sophisticated data on their buying customers, many stores miss out on sales opportunities because their traffic of non-buying customers is invisible to them.

The **Gazelle** Intelligent Analytics Platform lies at the heart of retail business, giving access to key performance metrics and providing crucial information to help with:

- **Monitoring footfall, traffic flows and penetration of people**
- **Allocating staff appropriately**
- **Determining effectiveness of store layout and displays**
- **Measuring and improving staff engagement, and conversion to sales**
- **Assessing marketing campaigns and product placement**
- **Setting store opening hours**
- **Siting information in the most suitable positions.**

The resulting enhanced operational performance, leads to better customer experiences and offers the potential to create distinctive commercial advantage.

Gazelle analytics - part of your business intelligence toolkit:

Generating rich data, the **Gazelle** solution offers valuable insights and actionable information to guide business objectives which:

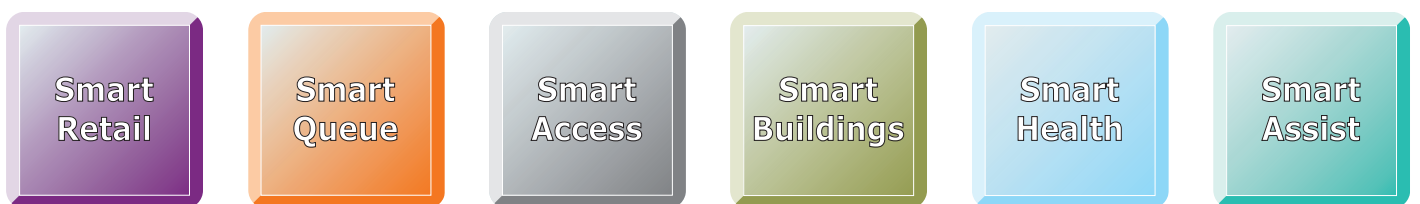
- **Improve customer retention and loyalty**
- **Increase sales**
- **Drive productivity and efficiency**
- **Improve the customer experience**
- **Identify new opportunities**
- **Support investment decisions.**

Trends and relationships can be quantified, enabling informed decisions to maximise profitability and performance.

Gazelle system – comprehensive intelligence

The **Gazelle** solution comprises an intelligent detection device incorporating advanced algorithms and associated sophisticated software. It is available as a stand-alone option, or can be integrated to form part of an enterprise-wide system and is the technology platform for the **Smart Range** of application areas. These applications may be used independently or linked as part of a connected network.

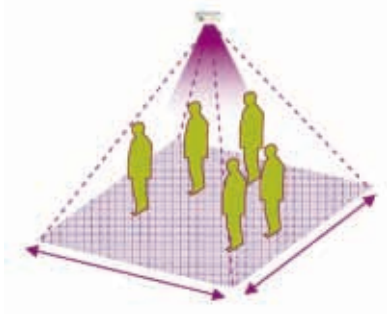
Smart range of applications



Gazelle Intelligent Analytics Platform

Powered by Irisys thermal technology

The engine behind the **Gazelle** system, Irisys' intelligent thermal sensing technology detects people's heat to track and interpret their presence and direction of movement. Algorithms combine behavioural and spatial analytics to give valuable performance data.



Benefits of the Gazelle system

Incorporating market leading innovation, the **Gazelle** solution offers important benefits over other technologies, together with a wealth of features and functionality:

Accurate, consistent and reliable traffic data:

With verifiable accuracy of > 98%, the **Gazelle** system delivers consistent and transparent traffic data to inform decision making. It is proven within a range of applications which span industries and environments.

Privacy and security:

Safeguarding customer and staff privacy is paramount. Thermal sensing technology is the only solution which offers rich data, while at the same time being truly anonymous. It is also PCI compliant, avoiding the need to maintain a continued protection policy.

Low cost of ownership:

Minimal maintenance, exceptional reliability and low power consumption, make this a highly cost effective choice.

Scalability:

The system can be operated within a single location or across a worldwide estate, and everything in between.

Aesthetic design:

Sleek, low profile casing, available in either surface or recessed mountings, blends perfectly into the background. Casing can be painted for exact colour match and bespoke patterns or customised casings can be supported. Cable management ensures all wiring is concealed.

Ambient stability:

Extremely stable in all lighting and temperature conditions. Copes with glare, shadow and extreme temperatures.

Trouble free installation:

Simple to fit, the system features a survey tool to optimise installation and option for remote set-up and configuration.

Hybrid solution:

Gazelle DualView™ thermal detection and video combination enables remote validation, audits and diagnostics, to minimise support costs.

Near real-time data; in-store, intranet-based, or fully web-enabled:

Near real-time data gives the opportunity to respond dynamically to situations, reducing negative impacts on operations.

Easy integration into EAS and BMS systems.

Count line logic:

Specialist function providing greater behavioural insights into missed opportunities, understanding conversion and maximising marketing effectiveness.

**MTBF
of over
25 years**

(based on return rates of 250,000 units).

WideTracker™

Seamless, wide-opening counting capability ensures accurate traffic counting at all entrances and zone environments.

Gazelle software suite

Comprehensive toolkit, comprising an integrated set up and configuration tool (**PCST**), with modules for remote validation and audit, and **Estate Manager™** (see below). Intuitive design makes this quick to learn and easy to use.

Allows rapid issue resolution, reduced downtime and lowered support costs.

Estate Manager

- Powerful remote estate management for task scheduling, error and diagnostic reporting, device configuration and firmware upgrading
- Web portal for use on PC or tablet, with up to 10,000 connections per licence
- Maps allow estate to be visualised and segmented for ease of management
- Dynamic filters enable devices to be managed by selected criteria e.g. type, location, customer and firmware
- Error track by exception and drill down into error logs
- Snapshots of set-up and configurations, and track changes in estate set-up
- Extensive configuration settings
- Optimised for smart devices
- Real-time, customisable reporting
- Fast video download
- Video capture
- FTP and email support.

Validation Tool

- Schedule data capture remotely, by time, number of counts and frame rate
- Store data on local SD card for fast download at convenient time
- Quick download and variable playback speeds for count validation
- Audit tool enables blind audits and accuracy reporting.



Gazelle Intelligent Analytics Platform



Path map and data visualisation

Path map assists accurate placement of count lines to optimise installations in difficult settings, while also giving valuable additional data.


Extending the benefits of Path map, a higher level of data visualisation is available to make information generated, even more accessible.

Together they can help you measure and understand:


- Customer flow
- Walk through traffic
- Store penetration
- Customer engagement.

Analytics services

Analytics services are available utilising the **Harvester™** Database and Reporting Tool or via other proprietary software, provided through Irisys' established network of strategic partners around the world.



*Over
250,000
sensors
powered
by Irisys
technology
installed
globally.*







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