Agitron Connect

A set of software and hardware tools with the retailer in mind. The store Eco-System for the retailer of tomorrow.

What is the key to successful sales nowadays, as customers are getting increasingly more demanding?

Knowing your customers, their preferences and offering them a tailored shopping experience.

At Agitron, we developed a **set of software and hardware tools** with a retailer in mind.

Agitron Connect = Easy to use Retail Analytics + Content Marketing + Mobile Advertising Platform

Agitron Analytics

Centralized overview of retail analytics data of your store.

Agitron Analytics is an **upgrade for shopping carts and baskets**, which enables you to **gather important consumer behavior and movement data** like location, decisi on duration, average shopping time and in-store space valuation information.

All these data can be provided to a **dedicated retailer software via API** and even synced with a cashier time-stamp.

Agitron Advertising

AGITRON MOBILE NOTIFICATIONS
Easy-to-use dashboard for **instant mobile push notifications** to customers in your store.

Agitron Mobile Notifications is **easy to use mobile advertising tool that provides automatized** mobile push notifications directly to your customer's smartphones.

Notification content can be **personalized and location dependent**, for example as a welcome message at the entrance with a coupon notification.

Agitron Mobile Notifications are **available as an SDK to integrate with your existing mobile app** or as a standalone version.

AGITRON CONTENT MARKETING
Tailored shopping experience inside your store.

Agitron Cloud

Agitron Cloud is a **bank-grade secure data storage** system, which can be integrated to use with various Smart Shop functionalities.
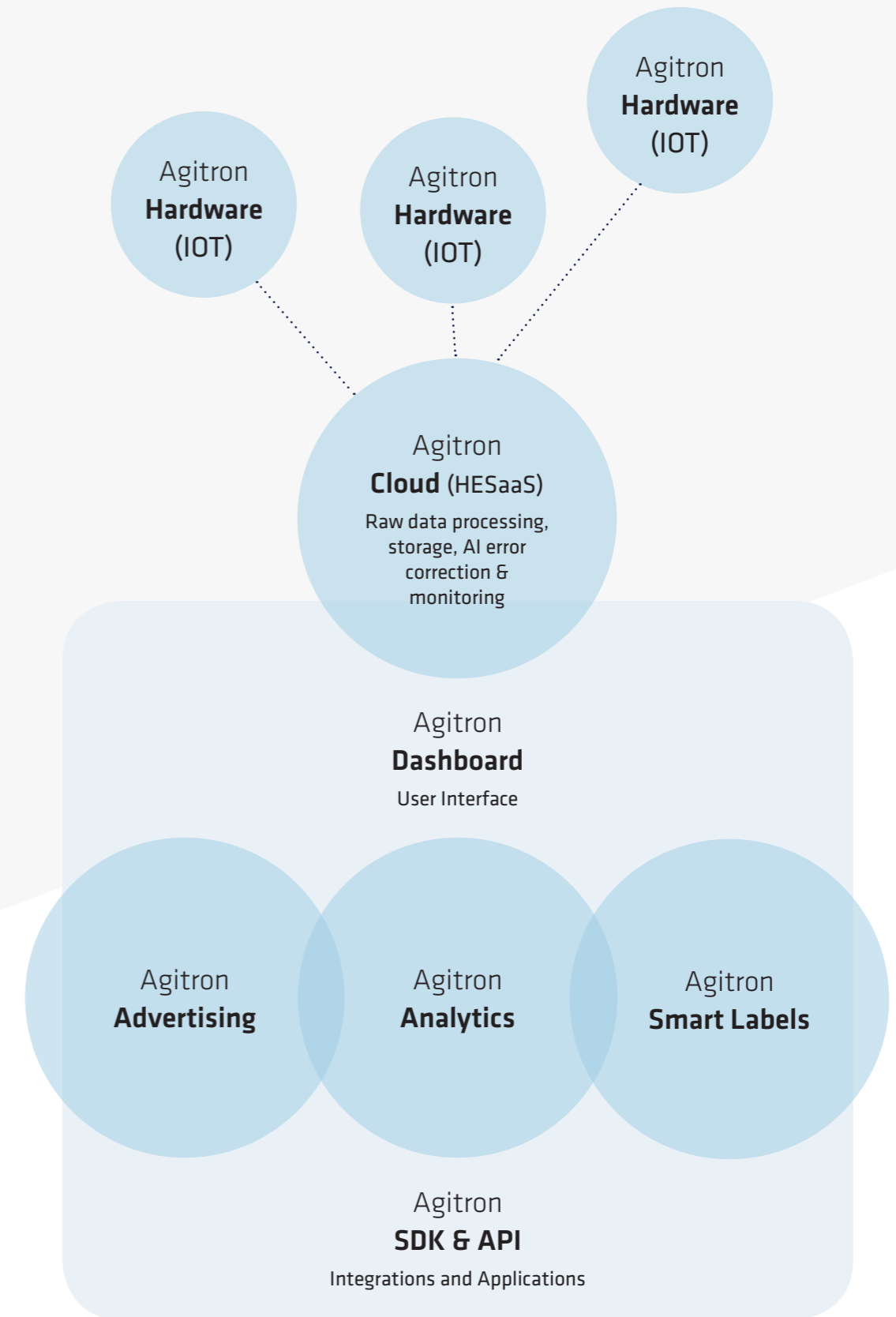
Agitron Dashboard

Agitron Dashboard is a **easy-to-use dashboard** application for future store managers.

We supply Data Discovery Tools

We supply unique hardware tools for the data discovery of consumer behaviour in retail. Our data can be directly implemented in various retail applications.

HARDWARE	TECHNOLOGY	USED FOR
Agitron Shelf Tag **Agitron Cart Tag** **Agitron Universal Tag** (Shelf/Basket/Cart)	Triangulation, algorithms to **make data usable, error correction** technology.	• Tracking and positioning of **carts** and **phones**. • Advertising.
Agitron Smart Label	**Cloud** connected Graphic **Label** with **Two-way communication, Self- Healing** Infrastructure, **Auto Deploy**.	• Tracking and positioning of carts and **baskets**. • Central **Price Control** • Additional Advertising options (**NFC, iBeacon, Eddystone**)

Agitron **Hardware** (IOT)

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Agitron **Cloud** (HESaaS)

Raw data processing, storage, AI error correction & monitoring

Agitron **Dashboard**

User Interface

Agitron **Advertising**

Agitron **Analytics**

Agitron **Smart Labels**

Agitron **SDK & API**

Integrations and Applications

■ Agitron Analytics

Costumer behaviour analytics for the retail marketplace.

ADVANTAGES & INTEGRATION POSSIBILITIES

- Not in conflict with **EU privacy regulations** (no video monitoring)
- Complete **consumer movement analysis - carts, baskets, smartphones, staff allocation**
- Fast installation of simple hardware - no infrastructure alterations necessary
- **Highly accurate** real-time customer tracking - up to 0.5 m
- Long autonomy - no store personnel involvement necessary
- **Space valuation** for in-store advertisement displays
- **Dead zones** detection and real-time product positioning testing

HOW DOES IT WORK?

Long autonomy transmitters are placed on the entrance/sections/shelves/cashier while receivers are mounted on shopping carts and baskets. Data is sent to **Agitron Cloud for processing** and made available in a **user-friendly form to the store management**. **SDK and API available** for integration.

USE CASES

- Dead zones are detected and optimizer for better consumer flow.
- Based on the space valuation model the store can make a data-driven price list for in-store paid display ADS.
- Based on the customer flow the cashier has a prediction on the volume of customers.

CUSTOMER PATH

1. A customer enters the store and the path, speed and duration tracking begins.

2. Valuable consumer movement and behavior data are gathered.

3. Customers path is aligned with the time-stamp at the cashier to analyze the data gathered and provide it to the retailer.
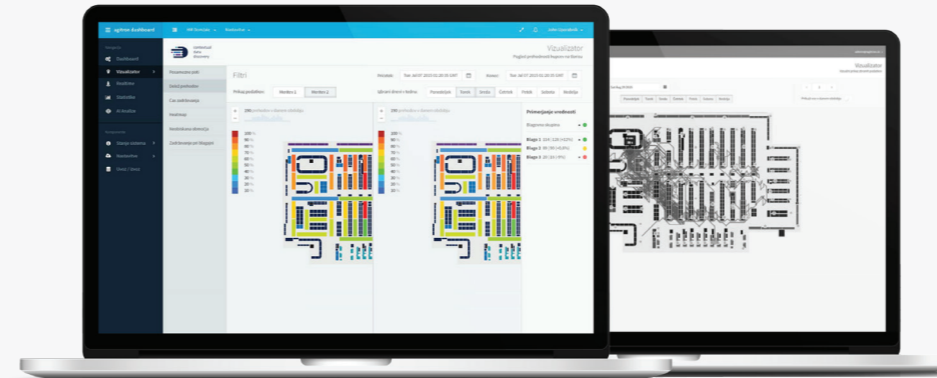
Agitron Advertising

Consumer One-on-One shopping experience.

ADVANTAGES & INTEGRATION POSSIBILITIES

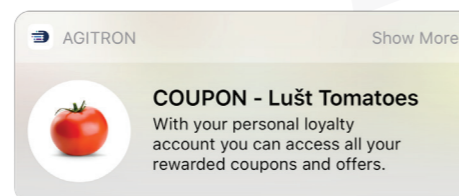**SDK and API** available for **integrating** with existing Apps
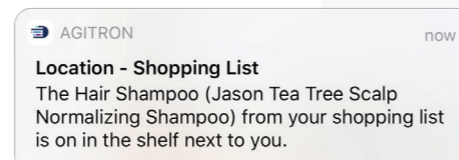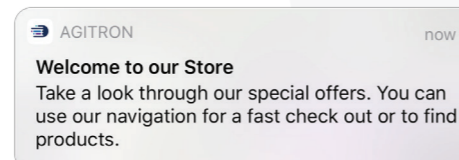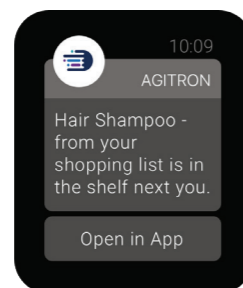
- **Location data** over the API for **in-store navigation & Augmented-Reality**
- **Content marketing** with integrated in-store Agitron-enabled displays and monitors
- Personalised location **Notifications**
- Micro-location dependent
- Automatised **Push Notifications**
- **Real-time testing** environment
- Very easy to use **dashboard with Advertising analytics**

1. Agitron Cloud & Dahboard
A store manager sets a welcome notification with coupon notion.

2. Agitron Tag
A customer enters a store and receives a welcome notification.

3. Mobile Aplication with Agitron SDK
Customer's smartphone detects the message of area C and displays it to the customer as he passes a specific sections or shelf.

USE CASES

- Welcome messages at the entrance with the notion of coupons, special offers etc.
- Shopping list notifications to remind a customer as he passes by the shelf with desired goods.
- Personifications with external factors, e.g. weather etc.

10:09
AGITRON
Hair Shampoo - from your shopping list is in the shelf next you.

Open in App

AGITRON now
Welcome to our Store
Take a look through our special offers. You can use our navigation for a fast check out or to find products.

AGITRON now
Location - Shopping List
The Hair Shampoo (Jason Tea Tree Scalp Normalizing Shampoo) from your shopping list is on in the shelf next to you.

AGITRON Show More
COUPON - Lušt Tomatoes
With your personal loyalty account you can access all your rewarded coupons and offers.

Area **A**

2.

Area **B**

3.

Area **C**

Shop **A**

Agitron Smart Labels

Smart labels with Agitron tracking ability. More than just pricing.

ADVANTAGES & INTEGRATION POSSIBILITIES

Cloud connected 3 Colour e-Ink shelf display

- **Smart** labels with tracking ability (All-in-One Device)
- Automated frequent **price changes**
- Template generated label design, for **advertisement** and **3rd party Apps**
- Real-Time **stock data** and **product location**
- **NFC** enabled with **iBeacon** and **Eddystone** Standard
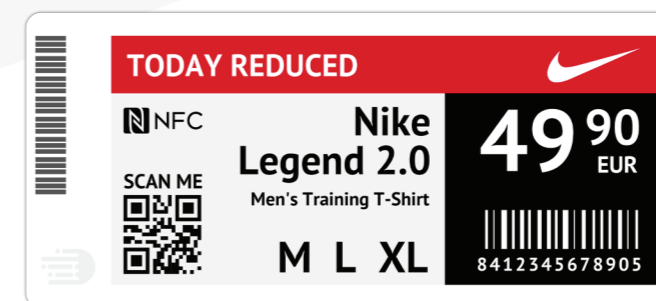
HOW DOES IT WORK?

Agitorn Smart Labels connects shoppers at the shelf and in any other life situation where the shopper needs to enhance customer experience. Cloud-connected **3 Colour e-Ink** shelf displays are perfect for automated frequent price changes. All functionality is available over the **Agitron Dashboard** or directly over the **Agitorn API for implementation in various retail applications.**

USE CASES

- New prices are pushed from the dashboard to all stores, the price structure is based on the location of the store.

- A user can access content (**reviews, video, instructions, origin**) of a specific product with his smartphone and the price tag.

- The store can personalize the content and prices based on the user and his smartphone app in the front of the price tag.

- Based on competitor and ecommerce prices the price tags automatically synchronize their prices and data.

FOR USE IN A

- **Supermarket**
- **Petrol Station Shop**
- **Electronic Store**
- **DIY Store**
- **Gardening**
- **Cosmetics**
- **Drugstore**
- **Optican**
- **Music Shop**

3 Colour e-Ink Display

Shopper tracking ability

Cloud Based Dashboard and

Automated price changes

Centralized label data management

Template based label interface design

Real-Time stock data and product location

NFC enabled with iBeacon and Eddystone Standard

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