

#### COMPANY NAME

Xovis

#### XOVIS PARTNER

Amoobi

#### LOCATION

International

#### INDUSTRY

Retail

#### APPLICATION

Instore Analytics

#### CASE STUDY

## Significant sales uplifts with large area tracking solutions

### AMOObI AND XOVIS REDUCE COSTS THROUGH FRONT-END EFFICIENCIES

#### CHALLENGE

Sales and loyalty data provide retailers with in-depth insights into the behavior of shoppers that have already bought something. Xovis Silver Partner Amoobi believes that store and category concepts should also cater to potential customers who did not buy - which can make up 85% of all shoppers. Counting on Xovis, Amoobi tackles the following challenges:

- How to gain insight into shopper behavior across a whole store or category?
- How to increase shopper engagement and reduce front-end costs in general?
- How to continuously improve in-store trials and pinpoint opportunities to boost sales?

#### SOLUTION

The Xovis AI-powered 3D Sensors support Amoobi in tracking shopper behaviour through an entire store. By placing complimentary offers together, Amoobi monitors shopper movements to increase the profitability of promotions. This addresses challenges and gains insights, that sales and loyalty data cannot deliver, and thus empowers Amoobi to:

- Match staffing levels with actual customer frequency
- Gain reliable operational insights for store management
- Identify worst queue times and problem areas
- Redesign queue layouts

„We choose Xovis 3D Sensors, as quality is paramount for our clients. Adding our systems onto the Xovis setup provides high quality shopper tracking and the ability to combine sensors to cover entire stores. Our strong partnership with the experienced team at Xovis keeps us ahead of the market.“

**Ralph Robinson**  
VP Sales & Marketing  
Amoobi

#### BENEFITS

The unmatched accuracy of Xovis and its capability to combine numerous sensors pave the way for a broad array of large area tracking applications. Building on the high-quality data gathered with Xovis, Amoobi's system delivers excellent results:

With Amoobi's „Checkout Scan“ and „Service Scan“ the projects result in:

- Reduction of queue times by up to 64%
- Identification of opportunities of up to £12.5m on staffing on service counters

Amoobi's „Category Scan“ and „Lab Store“ projects result in:

- Sales uplifts of up to 13%
- Up to 50% more registered shopper engagement
- Increased promotional effectiveness





## CASE STUDY

# How does it work?

Responding to the fast-growing demand for solutions that bridge the gap from conventional people counting to comprehensive in-store analytics, a growing number of retail experts measure KPIs such as footfall, dwell times and conversion rates with the Xovis 3D Sensors and software. Unlike the conventional people counting solutions, Xovis can connect numerous 3D sensors to deliver insights beyond the doorstep.

### A BROAD PORTFOLIO

There is a broad portfolio of Xovis 3D Sensors with the widest viewing angle available on the market to count and track people anonymously. One sensor can be mounted on ceilings from 2.2 to 30 m (7.5 ft. to 65 ft.) and covers up to 100 m<sup>2</sup> (1100 sq.ft.) of tracking area.

The more than 60'000 Xovis 3D Sensors in the field stand out with unmatched accuracy, reliability and ease of use. Xovis 3D Sensors can easily be integrated into an existing software environment. Over 150 system integrators trust in Xovis to measure a broad range of KPIs.

### INTEGRATION MADE EASY

The user-friendly WebGUI guides through the simple first-time set-up or any re-configuration at a later time. The sensor software (firmware) also enables the designation of 99 counting lines and dwell zones per sensor as well as the set-up of a Multi-sensor with up to 9 sensors to track people continuously through large areas. No additional hardware or software is required.

Count statistics, heat maps, and other basic tools come along with the sensor software. For further visualization and analysis, Xovis 3D Sensors can easily be integrated into an existing software environment and

third-party applications via XML-based interface and API. There are also additional, easy-to-integrate Xovis hardware devices with new software modules for applications such as queue and POS management in large, hectic areas with an unlimited number of sensors.

### UNMATCHED ACCURACY

A high-resolution 3D image or stereo image of the covered/ recorded area is calculated on the sensor up to 30 times per second. Based on this, every person entering the covered area is counted and tracked anonymously. Persons are recognized individually even if they are next to each other. Counting Accuracy over 99% is guaranteed, i.e., 99% of the persons in the covered area are counted and tracked.

### A FUTUREPROOF INVESTMENT

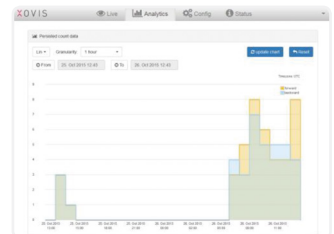
Power over Ethernet (PoE) to combine data connection with power in one cable and a Mean Time Between Failure (MTBF) of 25 years simplify installation and keep the total cost of operation low. Image processing occurs directly on the sensor. No video stream leaves the sensors and data privacy is guaranteed. The Xovis portfolio includes a model with wireless functionalities as an add-on, though the Xovis technology does not depend on signal-emitting devices and is highly robust against all kinds of external influences such as shadows, light changes, and heat emissions.



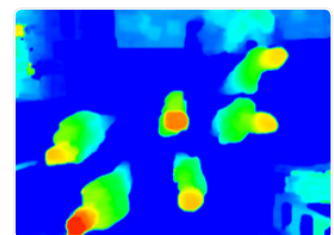
PC2R with WiFi-Module



PC3



Xovis 3D Sensor and firmware can easily be integrated



3D image computed by Xovis 3D Sensor indicating heights and distances by different colors



## CASE STUDY

# Technical Data

<b>WORKING PRINCIPLE:</b>	3D stereo vision / distance measurement
<b>INSTALLATION ANGLE:</b>	+/- 15° in x-axis +/- 5° in y-axis
<b>OPERATION TEMPERATURE:</b>	0°... 50 °C
<b>WITH OUTDOOR HOUSING:</b>	-20°... 50 °C
<b>STORAGE TEMPERATURE:</b>	-20°... 70 °C
<b>AIR HUMIDITY:</b>	20 ... 80%
<b>CONNECTION:</b>	RJ-45 Ethernet
<b>POWER SUPPLY:</b>	PoE Class 0 / (IEEE 802.3af)
<b>POWER CONSUMPTION:</b>	< 5W
<b>REQUIRED ILLUMINATION:</b>	min. 2 lux
<b>SIZE (LxWxH):</b>	PC2/ PC2R/ PC2S: 13.0 x 9.4 x 3.0 cm PC3: 33.0 x 6.1 x 4.0 cm PC3-0: 38.5 x 9.0 x 8.6 cm
<b>WEIGHT:</b>	PC2: 350 g/ PC2R & PC2S: 250 g PC3: 600 g/ PC3-0: 1700 g
<b>MOUNTING HEIGHT:</b>	PC2/ PC2R/ PC2S: up to 6 m PC3/ PC3-0: up to 20 m

## ABOUT XOVIS

With more than 60'000 Xovis 3D Sensors in the field, Swiss-based Xovis is the market leader in people flow monitoring in the airport and retail industry. More than 65 international airports and 150 system integrators in the retail industry count on the combination of Xovis 3D Sensors and software solutions to move people more smoothly through their facilities, optimize their resource planning and increase customer satisfaction as well as revenues. Founded in 2008, Xovis has evolved from a three-man start-up to a high-tech company with over 80 employees. Xovis is headquartered at the gates of the Swiss capital Bern. The US office is Boston, MA.