



## Everybody get ready: how Digital technologies will change Physical Stores in the next 5 years

“Shifting Digital Intelligence into Physical Store is the way of how business will interact with customers in the future”, - says Sergey Galeev, CEO and founder of Addreality. “The gap between online and offline retail is the main driver. There are two problems inside: the audience in offline is not transparent for retailers and brands like in online, offers should be relevant for the in-store audience in right time. We have solved these problems by Addreality”.

The Addreality platform recognizes, engages customers and influences their behavior to increase traffic and sales using the AI-based campaign management platform and computer vision to bring intelligence to in-store displays. The platform centrally manages digital content at all broadcasting points, helps to create graphic content, to prepare media plan and analyze the behavior of visitors. The full stack of technology in one complex solution: built-in Face recognition for targeting, decentralized P2P data deployment that accelerates content update on broadcasting points up to 70%, interactive content creating in a visual editor.

We allow plug-and-play in-store experience with monthly subscription for hardware and software platform. Just connect to [ar.digital](#) and get to know your audience in real-time. Create interactive projects in easy-to-use visual editor and test sales hypotheses within the centralized management.

Face recognition solutions have already significantly changed the business of retailers, but so far only through the automation of procurement and managing the availability of goods on the store's shelves. Amazon Go and JD.com use recognition as a tool to robotize the retail and make shop assistants and cashiers obsolete. However, in the mass market, the technology will be in demand precisely for the possibility of content targeting – i.e. the individual communication of the store with the consumer.

Using our built-in Face recognition algorithm, detection solutions, a Marketing Director can create targeted in-store campaigns, generate awesome interactive content and get clear conversion rates from digital signage campaigns: Addreality in real time helps your marketers to analyze how instore digital campaign influenced on customers journey and customer's product choices.

When people walk past the screen, the system recognizes them and can determine which shopping offers a visitor saw on the previous screen, what products he or she paid attention to, and suggest what goods exactly ended up being put in their basket. When used together with solutions for customer analytics, this technology helps to build "in-store customer journey" - the path of a person starting from the entrance into the store and ending with the purchase (and to do so repeatedly). This will allow us to understand how a particular customer chooses goods, and to influence the growth of sales by motivating with the relevant content.

The use of these newest Digital Intelligence technologies is beneficial not only to brands and retailers, but, strangely enough, to consumers. Clear analytics of traffic, impressions and advertising effectiveness will force brands to abandon inefficient formats, and advertising noise will be decreased. Targeted advertising will save shoppers from unwanted messages: young people will stop complaining about false-jaw advertising, and the elderly ones - about «Counter-Strike».

The fears of being watched by "Big Brother" may also be zeroed out: since there are no links of the collected data to specific people, there is no question of your personal data at all. In order to understand the customers' interests you do not need to know the names and passport details - anonymous ID is enough. It's GDPR approved technology.



## About Addreality

Addreality is a software developer in the field of Digital POS and client analytics. The company's main product is the unique software platform for creating and managing scalable targeted digital signage content, campaigns from simple to super complex on any digital media broadcasting devices like: media facades, display windows, video walls, screens, kiosks, interactive mirrors and audio broadcasting devices.

The company develops and implements technologies for face recognition, solutions, analyzing the audience and the effectiveness of campaigns at points of sale.

Established in Russia, since its inception in 2013 Addreality operates worldwide in China, Europe, Russia, Middle east and CIS countries. Due May 2018, Addreality has successfully implemented over 20,000 digital advertising projects and installations partnering with top down leading companies and brands worldwide,

The company regularly wins national and international prizes:

\* The best professional Digital Signage solution at Pro Integration Awards.

\*\* The best technological innovation at DOOH DAS Digital Signage Awards 2017, United Kingdom

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