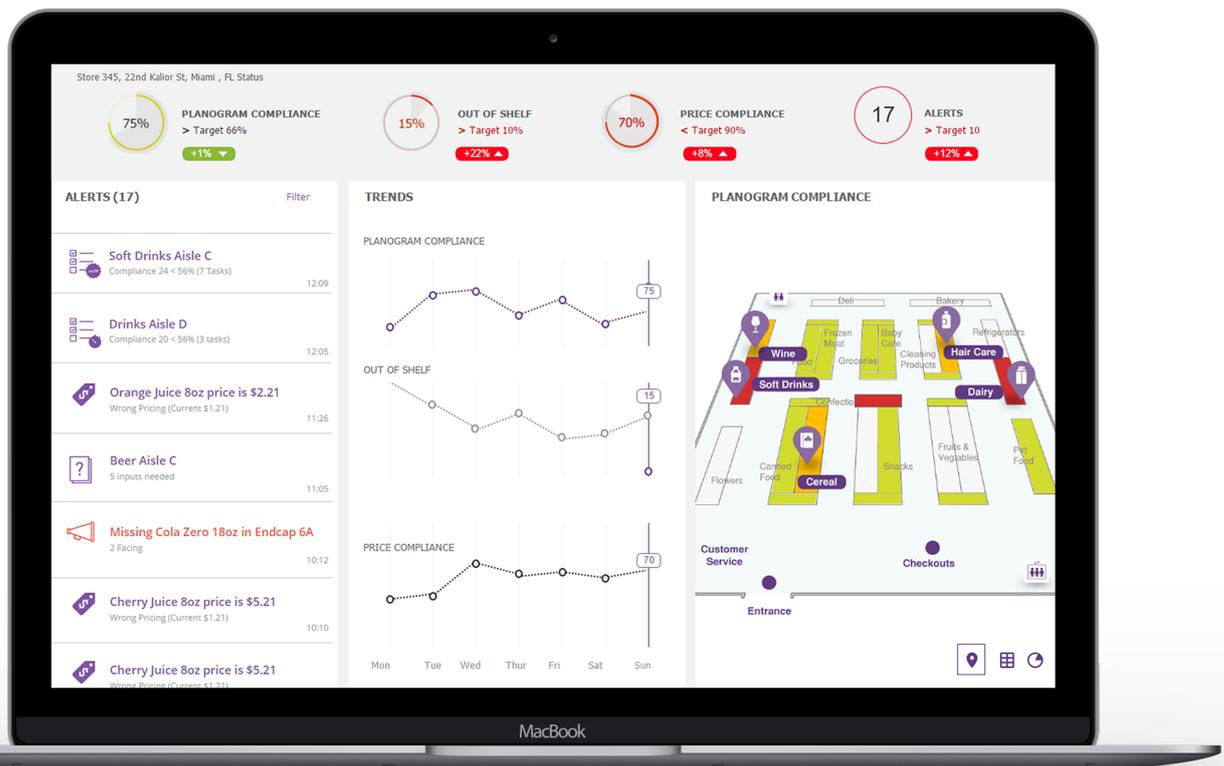


# Improve your store performance with smart shelf-edge labels powered by Computer Vision

Pricing and merchandizing are complex processes that often make the difference between growth and decline of margins for today's retailer. According to recent research, 47% of store retailers currently update their prices once a week, whereas 53% would like to make changes daily or in real time<sup>1</sup>. As costs increase and competition from emerging channels intensifies, it is important that retailers stay nimble and get smart

about managing in-store execution. The adoption of electronic shelf labels has not only ensured price integrity and enabled dynamic price strategies in the store but is also bringing critical product information to the shelf edge. Aligning pricing with critical merchandising levers like assortment, space, availability and promotion all in one place adds all the more value to retailers. The new smart shelf-edge solution from

Trax and Pricer leverages a breakthrough Computer Vision platform to monitor and display stock levels and planogram compliance in near real-time to significantly improve store staff productivity. Retailers can also define rules based on in-store product availability to execute dynamic store-based decisions on price, promotion and assortment to uplift their margins.



## How we are different:



**Leader in Digital Shelf Labels** - With more than 140 million electronic shelf labels sold in 15,000 stores all over the world, Pricer is the leader in digital shelf-edge solutions for retailers



**Leader in Computer Vision solutions for retail** - Trax's breakthrough image recognition algorithms and deep learning platform are purpose-built for retail, analysing over 250 million products worldwide each month



**Real-time alerts** - Digital shelf images provide real-time actionable alerts on store health, unlike traditional store walks and manual audits

<sup>1</sup> Source: Pricing Intelligence Goes to War, RIS, January 2014

## How it works:



### Shelf captured

Shelf images are captured by either a store associate on their mobile device or a fixed camera programmed to take pictures every hour.



### Images analysed

The shelf images are sent to the Trax cloud for analysis



### Real-time activation

In less than 10 minutes, instructions and alerts are displayed on the Pricer smart shelf label

## Unprecedented Control and Merchandising Optimization in your Stores

### Total price integrity

- Update store prices immediately and maintain correct prices on the shelf and at the counter
- Trax compares the shelf price with the backend price, which provides an extra layer of integrity
- Reduce operating costs relating to price changes, customer complaints, refunds and fines

### Dynamic and strategic pricing

- Create demand-based pricing rules based on sales velocity and stock levels to achieve maximum sell through at the best possible rates
- Maximize sales on private labels, perishable or seasonal items via timely price changes
- Ensure that promotions are carried out properly, with more efficient central price-setting

### Optimal space management

- Use the display to flag out-of-stocks and empty shelf spaces for optimal shelf management and supply chain efficiency
- Leverage alerts displayed on digital displays to fix planogram compliance issues
- Create store-specific localized assortments based entirely on shelf reality for increased sales

### Peak store employee productivity

- Answer stock questions on the spot by displaying product information and inventory levels
- Divert store labour from manual store audit work to more impactful activities like dealing with customer queries, replenishing stock and managing merchandising



## About Trax

Trax Image Recognition is the world leader in computer vision solutions for retail. Trax offers best-in-class in-store execution tools, market measurement services and data science solutions that are fundamentally transforming how in-store retail data is being collected, viewed and analysed. Trax has been chosen globally as a strategic partner by over 175 clients in over 50 countries.

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## About Pricer

With more than 140 million Electronic Shelf Labels sold in 15,000 stores all over the world, Pricer is the leader in digital shelf-edge solutions for retailers, improving store performance and customer experience. Pricer works for retailers of any size (food, DIY, electronic or another speciality stores) and has developed several breakthrough features to support today and tomorrow's omni-channel.

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