Product Overview
Out of Stocks Continue to Plague the Retail Industry

- “Out-of-stocks” (OOS) accounted for $634.1 billion in lost retail sales 2018 — 39 percent higher than in 2012.”
- “Overstoks contributed $471.9 billion in lost revenues, up 30 percent from three years prior”.
- 81% of adults have tried to purchase a product that was out-of-stock.
- 54% of shoppers blamed the retailer.¹

¹ GT Nexus Supply Chain Study
* The CES Innovation Awards are based upon descriptive materials submitted to the judges. CEA did not verify the accuracy of any submission or of any claims made and did not test the item to which the award was given.

The newave® smartShelf™ system shown here with retail products

Watch this clip highlighting the newave® smartShelf™ system on the Discovery Channel: http://www.discovery.com/changing-how-we-live/#cashier-free-retailers-elim
What is newave’s patented smartShelf™?

The only “no item tags required” RFID solution for real-time, on shelf, item-level inventory.
An IoT solution, proven to:

• Provide 99%+ accuracy of on shelf item-level inventory
• Reduce Out of Stock (OOS) over 60%
• Prevent OOS and theft via instant alerts
• Improve in-store productivity, positively affecting store personnel behavior
• Ensure planogram compliance and efficacy e.g. SKU rationalization
• Be highly secure
Real-World Testing

Testing in stores in a high volume CPG category

Results:

• Category Out Of Stock (OOS) = 10%; Sales lost to OOS = 13.5%

• Once trained, OOS hours were reduced by 60%+

• Top 20% of SKUs = 64% of sales, 37% of facings & 41% of OOS occurrences

• 20% of facings required readjustment for planogram optimization

• Theft was instantly identified and deterred

• Positive impact on store personnel behavior = productivity gains

• The Return On Investment (ROI) was between 7 and 10 months depending upon the category
smartShelf™ Components

Wave Antennas

(Retrofitted vertically behind the shelf.) (Horizontally integrated into the shelf.)

(4-16 Antennas can be run off of one nobel® smartReader™)

Product Pushers

nobel™ smartReader

The nobel® smartReader™ is installed unseen beneath the shelf

Management Reports
Planogram Compliance

Barcodes on Pushers

• Each pusher tray has a unique bar code defining each item’s precise position. Each Pusher tray is numbered sequentially.

• Pusher #1 is top shelf left sequentially to the last item on the lowest shelf to the right, enabling precise item location and planogram compliance.

Unique Barcode for Each Item
RFID Activated Dispenser Trays

The dispenser tray’s metal spring is used to cover the RFID tags, which defines the location of the pusher and ultimately the number of items in the dispenser tray.
Immediate Location of Any SKU/Brand

**Instant Item Location Info and Stock Availability**

**Benefits:**

- Improve customer service
- Increase store productivity
- Determine item availability
- Restock efficiently
Out of Stock Prevention

1. **smartShelves™ with wave® antennas**
   - wave® antennas communicate wirelessly with the tags mounted on the pusher trays
   - wave® antennas connects to the patented nobel™ smartReader™ hidden on the floor.

2. **nobel™ smartReaders™**
   - The nobel™ smartReader™ monitors all item inventory changes based upon the movement of the pusher.
   - The embedded small-board computer collects, processes, compresses and sends the resulting data to the Server.

3. **Analytic Server**
   - The server receives the data from the nobel™ smartReader™ and distributes the information to user devices.

4. **Excel Reports sent to User Devices**
   - When a defined Low Stock level is reached, the nobel™ smartReader™ alerts any device with notifications to restock.
   - Instant alerts can be provided to deter theft.
Communicate to any authorized smart device

- Access to Real-time inventory by item
- Instant alerts for Low Stock or Theft condition
Customizable Information and Real-time data at your fingertips

Low Stock, OOS and Theft:
• Real-time alerts.
• Out of Stock (OOS) Occurrences by Size and SKU and lost sales due to OOS.
• Item OOS and duration by location, district, region, national, etc.

Productivity:
• In-store productivity, rate of restocking and impact on sales.
• Planogram compliance and optimization.

Business Insight:
• Assessment of sales by time, time of day, day of the week, week of the month, seasonal impact, etc.
• Assessment of promotional effectiveness and new product impact.

Improves service to your customers!
Reports:
Standard formats or Customizable

Highly Versatile Reporting Plans

• Link into existing IT systems or operate independently.

• Customizable analytic formats. Examples: Sales/Marketing; Operations; Finance; Executive; Etc.

• You control frequency of data distribution. (Adaptable by minute).

• Nobel readers allow data format embedding.

• Nobel is highly secure (Much greater protection than is available “in the Cloud”).
Impact on Store Theft*

🌟🌟🌟🌟🌟 Shrinkage reduced by 65%
🌟🌟🌟🌟🌟 On-shelf Availability improved 68%
🌟🌟🌟🌟🌟 Sales increased 8%

Real-world impact of the smartShelf™ system on store theft:

- Thief abandoned 10 cases of product after PA asked for customer assistance.
- Thief filled cart with Red Bull, manager alerted, approached to help, customer/thief: “left my wallet in my car”, never returned.
- Thief concealed 10 Red Bull in a back pack, PA requested customer assistance, 8 cans abandoned, 2 purchased.
- ORC consistent theft pattern was determined and resulted in a “bust”.

*Results of a limited store test
Summary of Retail Benefits

- Reducing out of stocks increases sales
- Customer satisfaction greatly increases by maintaining on-shelf inventory
- Theft is deterred
- Shelf space and planogram compliance is optimized
- Store personnel are more ethical and far more productive
Summary

The only “no item-tags required” RFID solution that provides real-time item-level on-shelf inventory:

**Precisely Accurate:**
99%+ item-level accuracy

**Highly Versatile:**
- All movement data by SKU, time & location
- Data provided in any format desired by the end-user

**Very Efficient:**
- Ease of installation, operational by location Day 1
- ROI: CapEx circa 9 mos; SaaS cash flow positive Month 1*
- Choose a CapEx or SaaS payment option

**Highly secure**

*Post Store personnel training on the alert system*
Thank You

Any Questions?

www.newaverfid.com
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