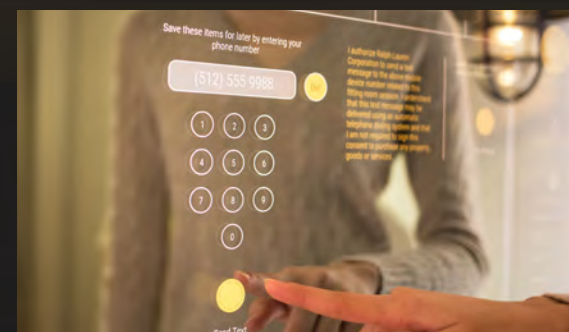
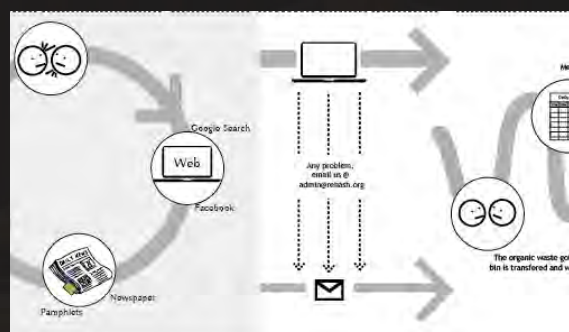
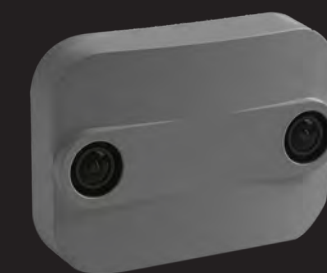
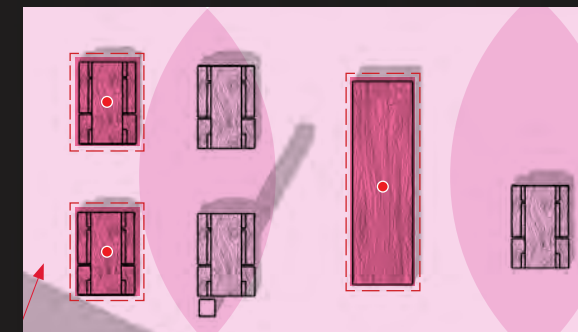
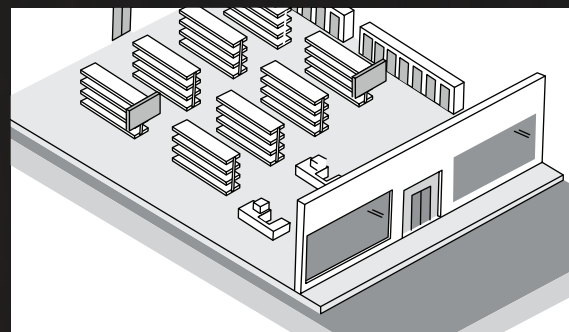
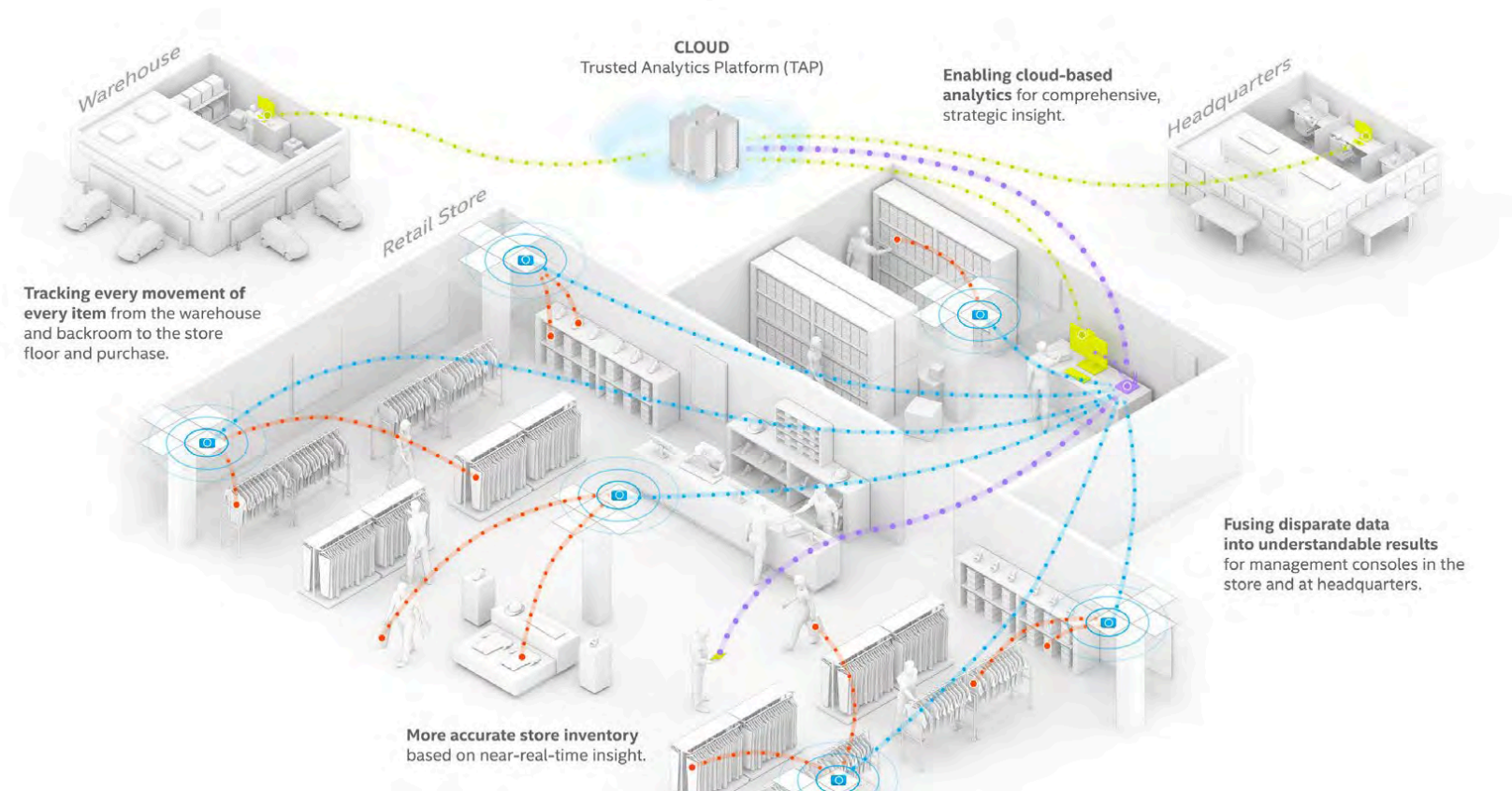


## H.iQ RETAIL INTELLIGENCE

- + Data Gathering & Analytics
- + Strategy & Innovation
- + Content management, VR, AR
- + Custom Technology Solutions
- + Customer Engagement
- + Operations Efficiency
- + Facilities Optimization
- + Store Intelligence

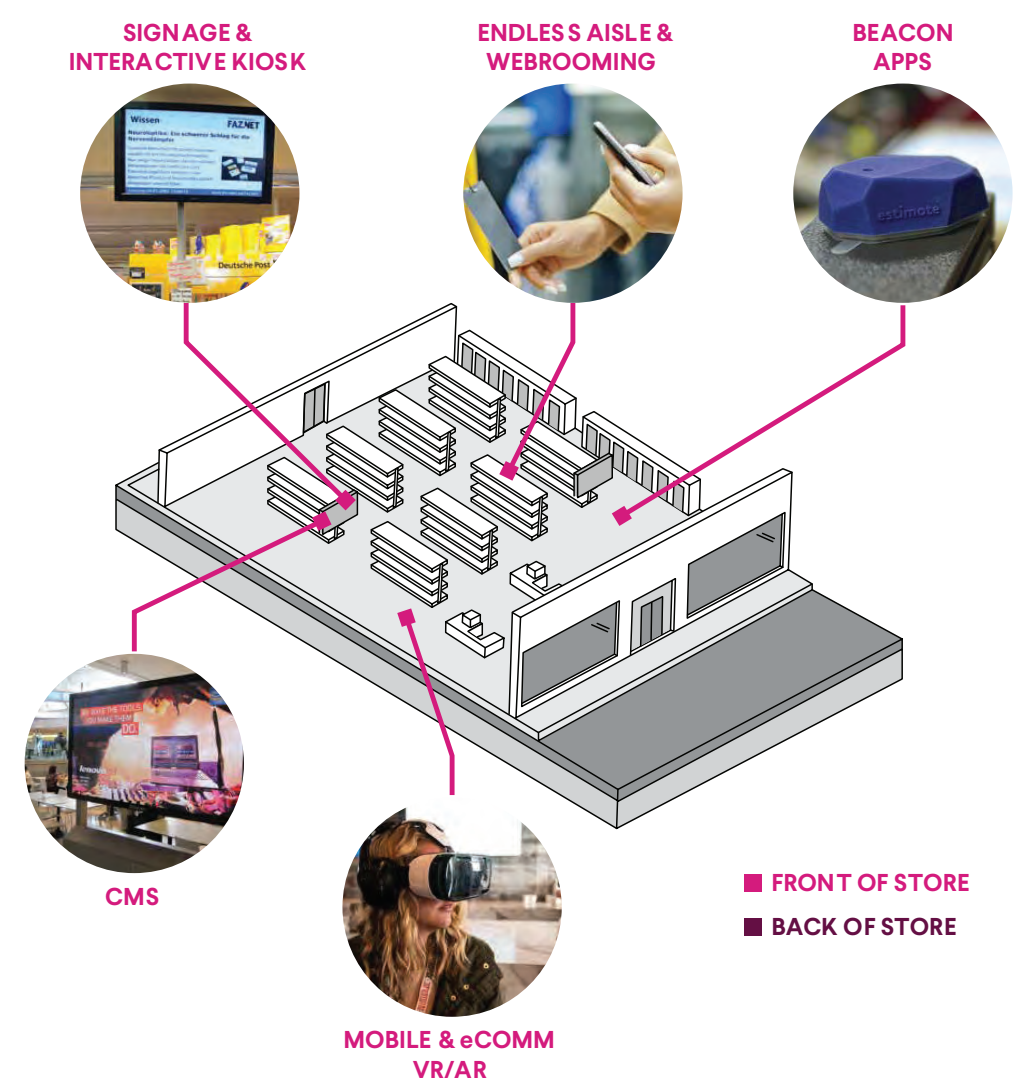


# H. / RETAIL ANALYTICS: CUSTOMER ENGAGEMENT



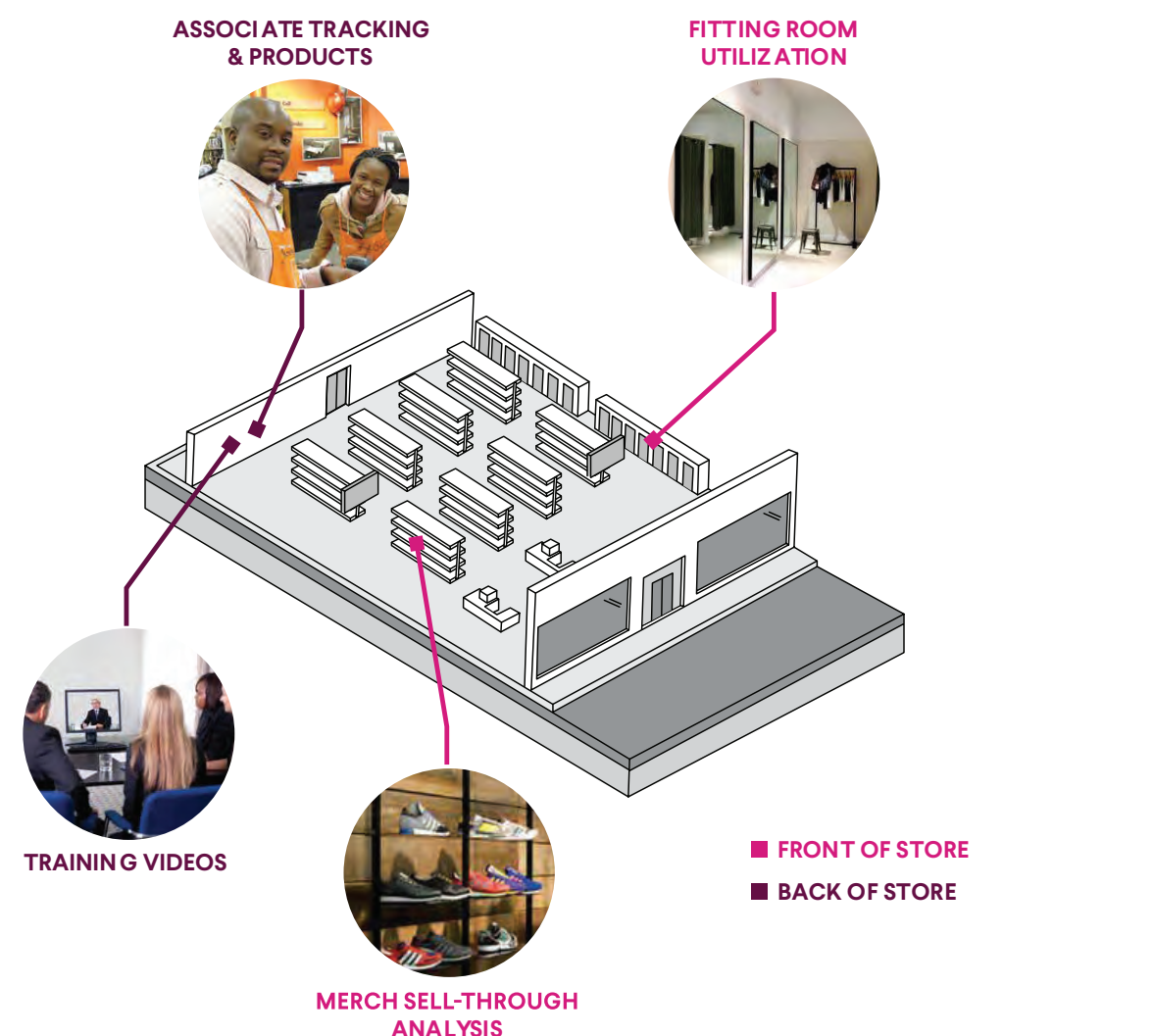
- Digital Blanket retail metrix
- Skorboard analytics
- Digital Blanket iot gateway
- Agnostic sensors

SIMPLE, AFFORDABLE, EFFECTIVE USE CASE BI ANALYTICS & CUSTOMER ENGAGEMENT INSIGHTS FOR RETAIL ENVIRONMENTS.



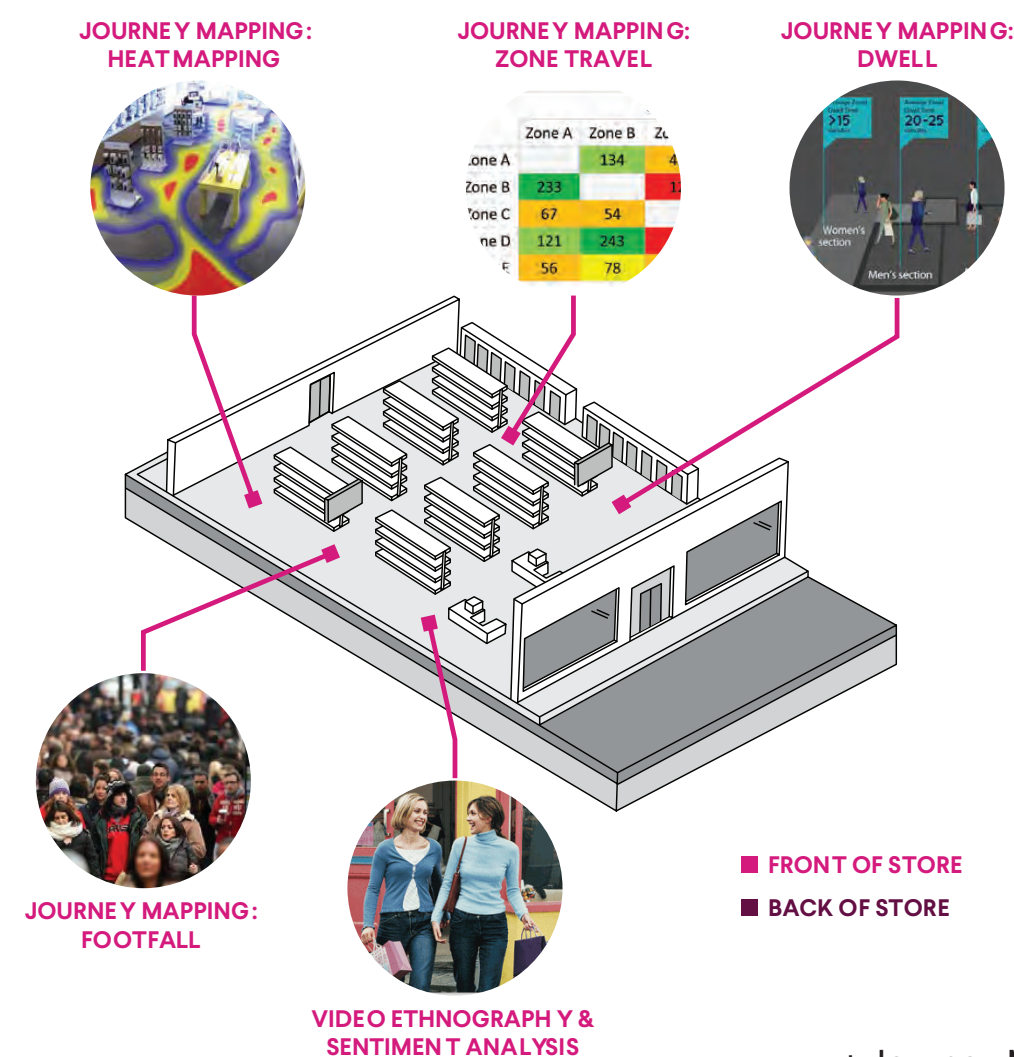
- + Signage & Interactive Kiosk
- + Endless Aisle & Webrooming
- + Beacon Apps
  - Welcome
  - Promo
  - Coupon
- + Content Management System (CMS)
- + Mobile & eComm
- + VR/AR

# H. / RETAIL ANALYTICS: OPERATIONS EFFICIENCY & STORE INTELLIGENCE



## OPERATIONS EFFICIENCY

- + Merch Sell-Through Analysis
- + Training Videos
- + Fitting Room Utilization
- + Associate Tracking & Product
  - Time
  - Attendance
  - Location
- Output/Perform



## STORE INTELLIGENCE

- + Journey Mapping
  - Heat Mapping
  - Zone Travel
  - Dwell Time
  - Footfall
- + Video Ethnography Customer Profile & Sentiment Analysis
  - Age & gender
  - Eye tracking & emotion
  - Repeat vs new visitors
- + Design Validation
  - Validate design efficacy
  - Rapid A/B testing of design iterations and variants
  - Verification of CAPX needs