

Electronic Shelf Labels & Store Location Tracking

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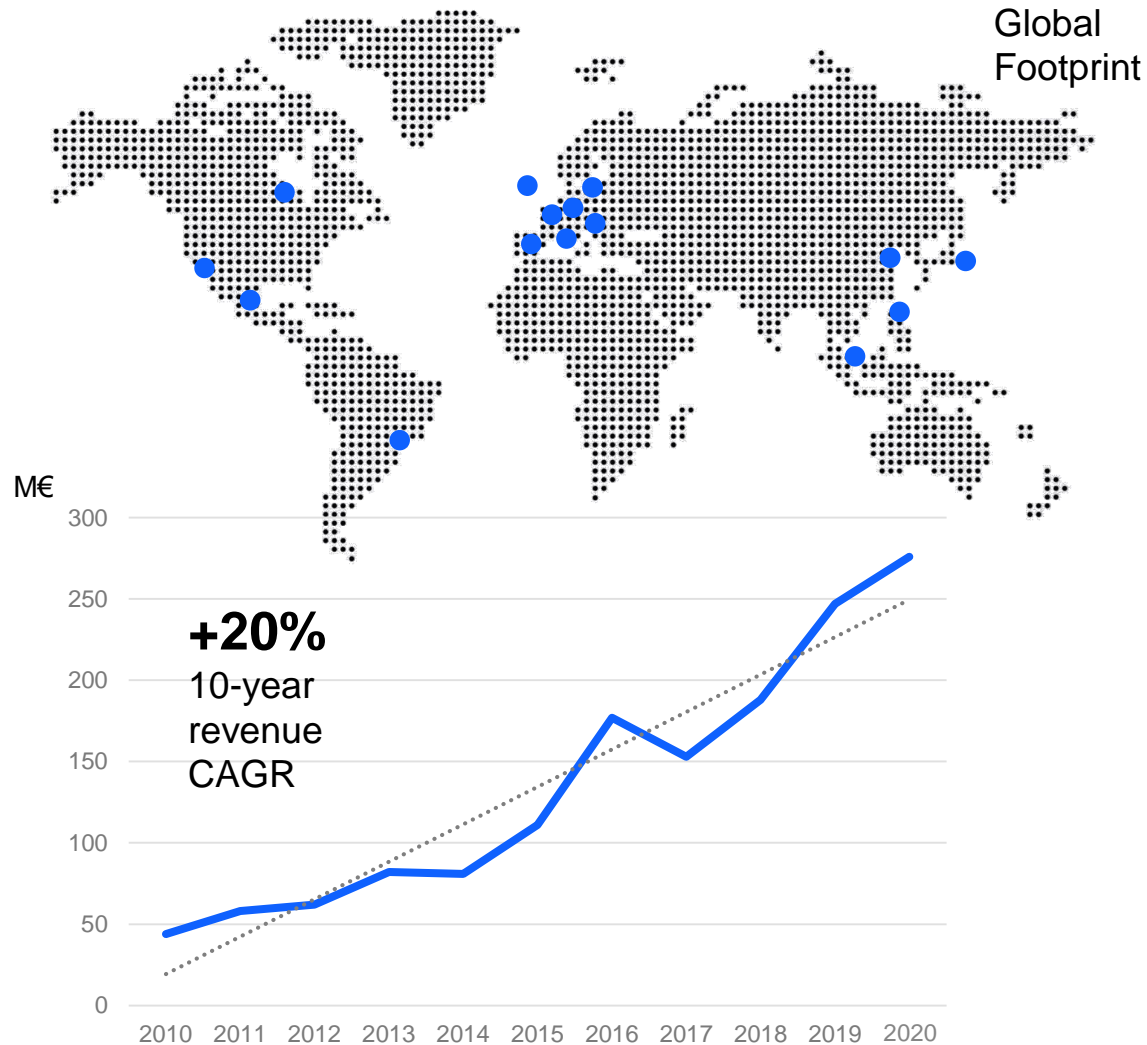
A woman with long brown hair, wearing a dark blue checkered blazer over a black top, is standing in a supermarket aisle. She is holding a smartphone in her right hand, looking at the screen. The background shows shelves stocked with various food products, including boxes of 'RAOUL' brand pasta and jars of 'Pépato' brand spreads. Price tags are visible on the shelves. The text 'BOE | ses imagotag' is overlaid on the left side of the image.

BOE | ses imagotag

The Retail IoT Revolution

Making the physical store
a digital asset

Who We Are



- A retail tech company
- Founded in 1992 by a French retailer
- Pioneer of electronic shelf labels
- Specialist and world leader in IoT / digital solutions for physical retail
- Key figures
 - €290m sales (2020)
 - 500 employees
 - 300+ retailers
 - 62 countries
 - 25,000 stores
 - 50%+ market share

Our vision

Retail is the world's largest industry representing over 20% of global GDP and employment, one with massive impact on humans and societies.

Retail is under pressure, faced with increasing labor cost, flat consumption, price wars, online competition, shifting consumer behaviors and critical sustainability challenges.

There is a major need to put technology at the service of retail and to dramatically improve overall efficiency and consumer experience.

Our mission

To help physical retail achieve its digital transformation and turn physical stores into high value digital assets, automated, data-driven and connected to consumers and suppliers



300+ Retailers

Our clients include 30% of Deloitte Top 250 retailers
and 60% of Top 25

FOOD



CONSUMER ELECTRONICS



HOME IMPROVEMENT



OTHER



Drivers of Physical Retail Digitalization

Improve store efficiency, O2O Synchronisation and customer experience



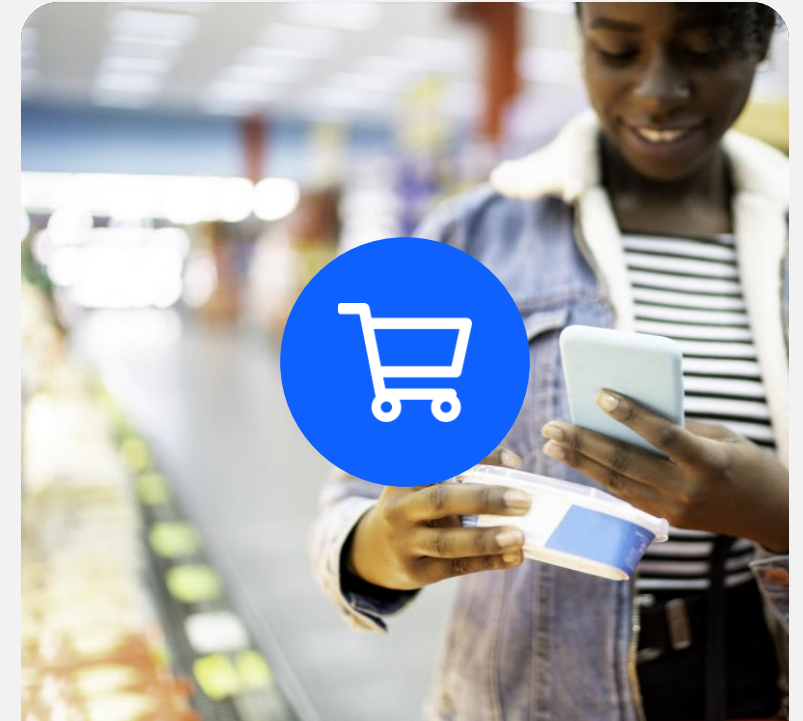
COST & OPERATIONS

- Labor cost
- Shelf execution
- OSA
- Focus staff on value-added
- Out-of-stock
- Waste
- Retention



O2O CONVERGENCE

- Omnichannel synchronization
- Click & Collect
- Home delivery
- Mobile Shopper Engagement
- Digital POP communication



SHOPPER EXPECTATIONS

- Pricing integrity
- Personalized communication
- Physical e-commerce
- Fast check-out
- Shop & Go
- Rich information

ESL Now Top-of-the-Agenda for Retailers

Market to Surge

An iceberg floating in a dark blue ocean under a cloudy sky. The tip of the iceberg is visible above the water, while the much larger base is submerged below the surface, illustrating the concept of a market that is currently small but has a much larger potential.

Today < 5% Coverage
ESL Adoption to Accelerate

Target: Addressable Market
>10 Billion Labels

Example: Top 100 US Retailers
= 3 Billion Labels

Play video: “Slide 8 - VUSION Solution overview.mp4”

Solutions & ROI

Vusion Retail IoT Platform

2020
4,000 stores & 20M ESLs
Fully cloud operated

CPG / Brands

POS

ERP

Data Analytics

Merchandizing

ADV & Marketing Agencies

Shelf Data

Shopper Data



SHELF MONITORING

IOT WIRELESS INFRASTRUCTURE
ESL / SENSORS / DIGITAL SIGNAGE

DIGITAL ADVERTISING & SHOPPER ENGAGEMENT



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VUSION

Solutions & ROI



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VISION

ESL-Enabled Computer Vision



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VUSION

Enhanced Shopper Connectivity



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VUSION

In-Store Digital Advertising





works with

BY SILICON LABS

VIRTUAL CONFERENCE

