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# Making In-Store Shopping Fun Again

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# Making In-Store Shopping Fun Again

*Keonn's interactive AdvanLook solution engages customers and provides the information they need to make a purchase.*

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## **A Holavisión**

customer can take a pair of sunglasses to a 42-inch AdvanLook touch screen to quickly get information about the lens and frame technology.

AS MORE CONSUMERS turn to online shopping, brick-and-mortar retailers have been trying to differentiate their stores from the competition and lure people back inside. One way is to use item-level RFID to improve inventory accuracy and ensure products are on the shelves when customers want to buy them. Another way is to make shopping easier and more fun, and Keonn Technologies' interactive AdvanLook solution is designed to do just that. "Typical stores sell products to customers," says Ramir De Porrata-Doria, Keonn's co-founder and CEO. "With AdvanLook, stores also sell an experience."

Holavisión, an eyewear store in Barcelona, is one of 10 retailers in the United States and Europe that has adopted the AdvanLook solution since it was introduced in 2014, De Porrata-Doria says. The solution includes an encoding station, which Holavisión uses to identify each pair of sunglasses with a passive ultrahigh-frequency EPC Gen 2 RFID tag.

When a customer is interested in a particular pair of sunglasses, he or she can take them over to a 42-inch AdvanLook touch screen. The wallmounted screen has an integrated RFID reader and antennas to identify the tagged frames. A local AdvanCloud software agent sends the content request to the system's

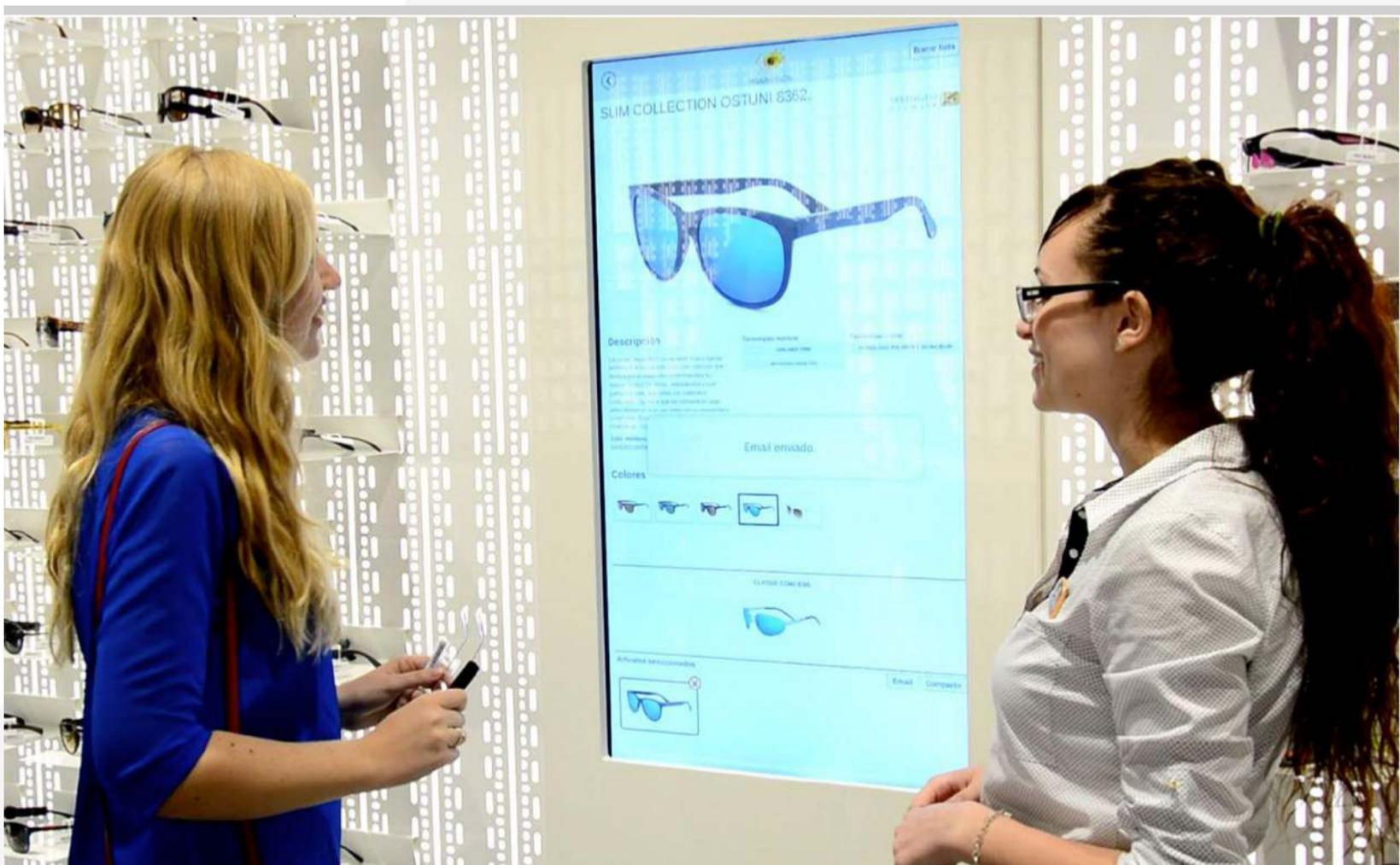
cloudbased software platform. Within fractions of a second, the screen displays information about the lens and frame technology, as well as available colors and sizes.

The software agent also manages touchscreen requests. For instance, once the product information appears, a store associate uses the touch screen “to show the customer the different colors available for that specific model and the different frame and lens technologies,” says Ricard Puig, Holavisión’s general manager. “In eyewear retailing, each glasses manufacturer has very specific technologies for each type of lens and frame,” he explains, noting that it’s nearly impossible for store associates to remember such a myriad of details, so in the past they’d inadvertently give customers incorrect or imprecise information. “With AdvanLook we have all this information inside the system, immediately available, and it makes everything much easier.”

Now, Puig says, store associates can quickly explain to customers all the specifics about the technologies used in the glasses they’re interested in. “Furthermore,” he says, “we can show the customer the availability of different colors and sizes of the chosen model in an instant, without having to look through a catalog.” If customers aren’t ready to make a decision, he adds, the store associate can e-mail the information to them.

Holavisión also uses AdvanPay, an RFID reader, at the point of sale to speed payments. AdvanPay can detach hard tags and transmit data to the AdvanCloud software platform.

Since deploying the system in June 2016, Holavisión has seen sales increase by 25 percent,





Puig says. “Customers remember our store because of AdvanLook,” he says. “It is our main differentiator.”

The implementation took only a matter of days, Puig says, because the retailer’s website contained all the information and content, including product images and descriptions, that had to be fed into AdvanLook. “The only challenge was to work in the composition of a spreadsheet,” he adds, to upload the data to the AdvanCloud platform.

In September, Holavisió is scheduled to begin using AdvanScan, a handheld reader for managing product inventories, in one store. The retailer intends to deploy AdvanLook in all its stores, Puig says.

In addition to eyewear, AdvanLook supports a variety of retail products, including apparel,

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cosmetics, footwear, jewelry and sporting goods, De Porrata-Doria says. Spanish footwear company Munich Sports, for example, has been using the solution at a children’s store in La Roca Village, near Barcelona. The technology has been popular with customers, says Xavier Berneda, Munich Sports’ general manager. The system has increased the speed of the shopping process, he reports, while also making workers more productive and boosting

the store's image for innovation.

The solution's wall-mounted touch screen comes in a variety of sizes, from 10 inches to 46 inches, and the interactive AdvanLook display is available as a horizontal tray or a fitting room mirror. The user interface, based on HTML5 templates, can be customized to a retailer's needs, De Porrata-Doria says. Apparel retailers, for example, can use AdvanLook to recommend complementary items that create a particular look.

AdvanLook can perform other functions, including displaying user ratings and reviews, and enabling customers to share items on social media. If a desired item isn't available in a store, a touch screen can display a map with nearby stores that have the item in stock. Retailers can also use AdvanLook to let customers pay for products through PayPal on their smartphones, to avoid checkout lines.

AdvanLook reads all kinds of UHF Gen 2 RFID tags, including wet inlays, paper labels and hard tags, De Porrata-Doria says. Depending on the tag's sensitivity, the reader's power and sensitivity might have to be adjusted, he adds.

Data generated by an AdvanLook touch screen can be compared with data from the point of sale, so retailers can analyze customer behavior. They can know, for example, which products customers examined and which they bought. Retailers can also learn which product colors are most popular, the time of day and days of the week when purchases of specific products are made, and which items are shared on social media.

"Some retailers prefer to start using RFID for inventory management or for loss prevention, and later they adopt AdvanLook for enhancing the customer shopping experience and increasing sales," De Porrata-Doria says. "But some retailers that put a lot of importance in the customer experience start using RFID with AdvanLook [and] later they adopt RFID for inventory and other purposes. The decision depends on what is the main priority for the retailer: inventory accuracy or customer experience."





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