

永遠走在最前面  
Always Ahead



# CHT SMART RETAIL

# Smart Retail Product Introduction

- 1 Smart promotion**  
Dynamic advertising
- 2 Face recognition**  
Precision marketing with customize advertising
- 3 Crowd recognition**  
Store flow analysis
- 4 Consumer interaction**  
Welcome speech, shopping promotion, in-store tour, electronic catalog

Benefits of Smart Signage



# Smart Retail Product Introduction

1

## Multiple payment

Support multiple online and offline payment channels

2

## Membership Management

Enroll new members, record customer behavior, provide exclusive member rewards

3

## Marketing analysis

Collect and integrate external data for business intelligence

4

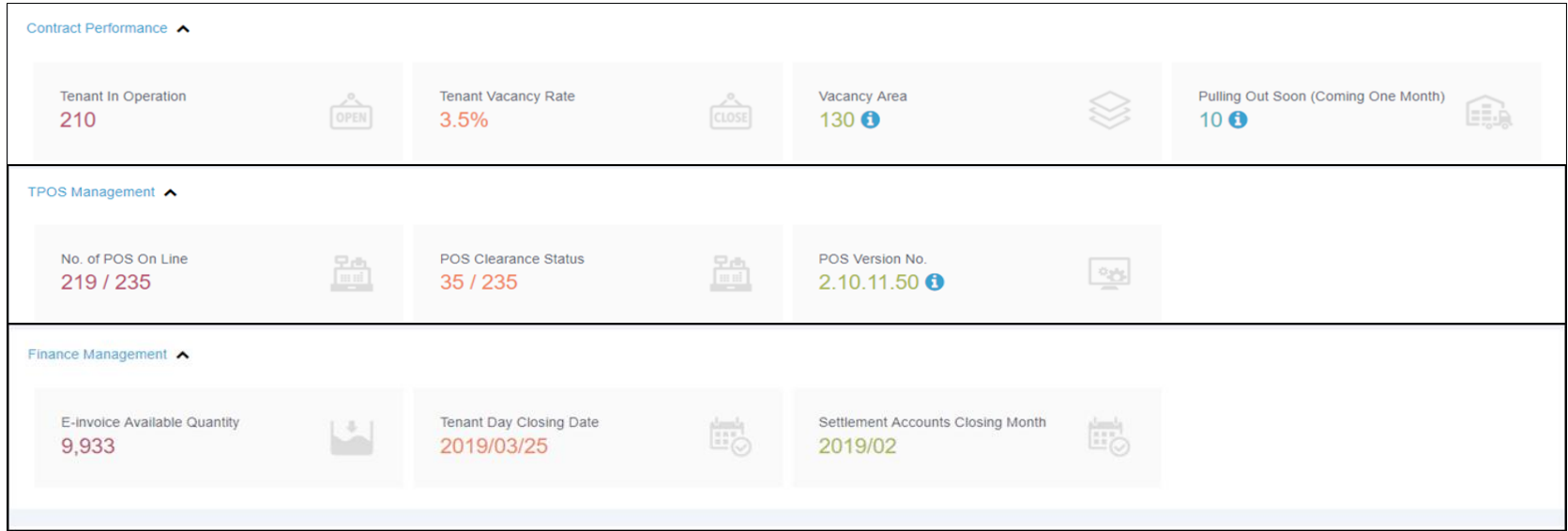
## Report consolidation

Consolidate and aggregate stores revenue information for reporting

Benefits of POS



# Smart Retail Product Introduction



## Benefits of Sales Dashboard

1

### Marketing analysis

Visualize real-time marketing information and integrate with external data for aggregation

2

### Affiliate marketing

Integrate external membership management system and e-commerce platform

3

### Customize marketing

Provide exclusive message for each member achieving the goal of precise marketing

# Propaganda application scenario



## Smart signage combined with face recognition to collect visitor information

Identify member's age and gender with faces recognition and issue personalized promotional coupons



## Smart signage can be served as self-service ordering kiosk

Effectively reduce the ordering and waiting time during peak hours

# Store application scenario



## Mobile POS provides multiple payment methods

Provide owners with flexible checkout and accelerate the checkout time



## Automatically connect to the backend system

Provide owner visualize report during checkout, and can be confirmed in different terminals



## Membership system records customer behavior

Integrate online and offline purchase history, provide exclusive product advertising notification



## Business intelligence analysis

Allow business owner to make real-time business decision with sales data from the counters, operational data from different stores.

# Scenario

## Notify owner the arrival of VIP or backlist customer

Consumers can see exclusive advertisements upon entering the store and get tailored coupons by the electronic signage.



**Reduce labor cost**  
Consumers can place orders with electronic signage during peak hours to reduce wait time.

## Improve checkout efficiency and quality

Portable sales intelligence system provides owners greater mobility to assist checkout by customer side.

## Visualize sales and operation status

All transaction including self-service checkout will be consolidated and aggregated for reporting.