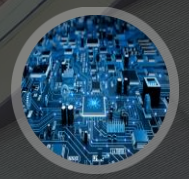
PROVIDING SMART RETAIL

From Self-Checkout Systems to Empowering Sales Force


IOT

Vision

AI

Agenda

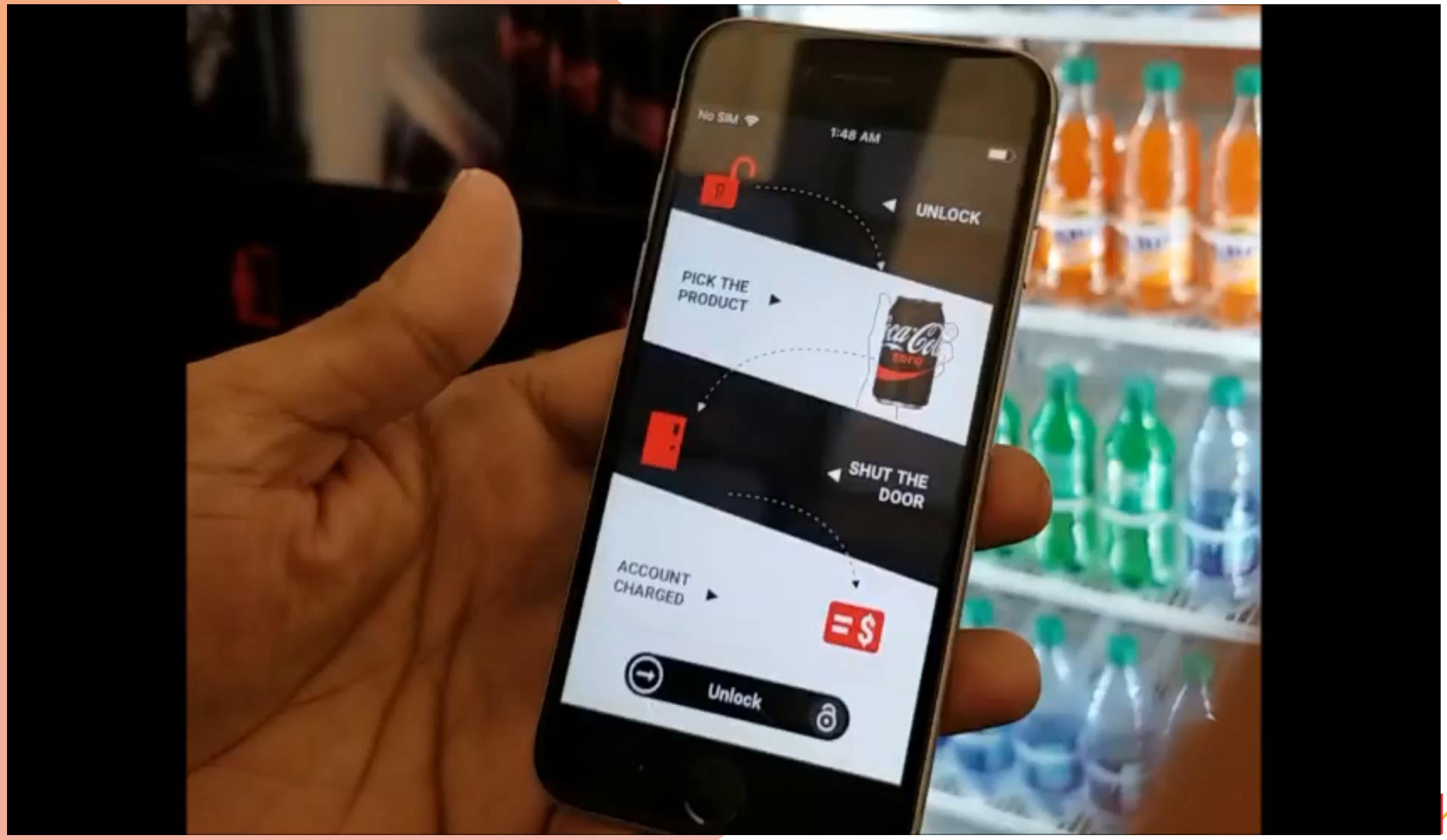
- Introduction
- Business Use Case
- Solution Introduction
- Process lifecycle of a on-boarding a customer
- Process lifecycle of solution
- Data Collection strategies
  - Pipeline of Data Collection
  - Helix Platform
  - Tools for Annotation
- Algorithms
  - Detection
  - Classification – Product, Package & Size
  - Rejection
  - Size Estimation
  - Transfer Learning
- GPU's
  - Training
  - Inferencing
- Edge Solutions
  - Algorithms
  - GPU's for Inferencing

- Scalability

Sell anywhere, Anytime!

Using checkout free, self serve assets

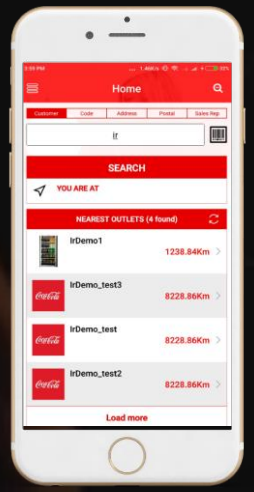
Using checkout free, self serve assets



Improve
your market execution

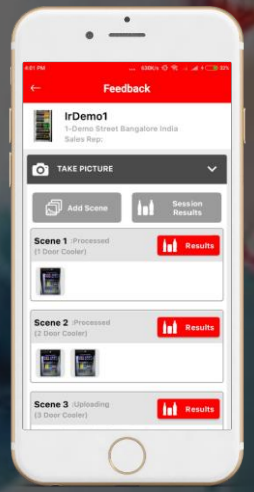
Leveraging instant actionable insights

1 Outlet Located (GPS)

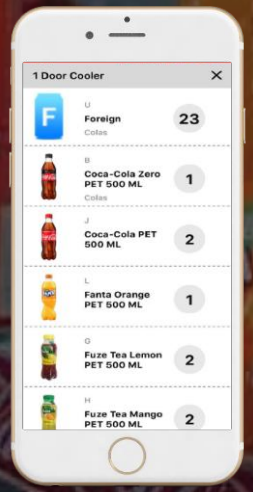


2 Retail Shelf/ Cooler Captured

3 Shelf/Cooler Analyzed



4 Prescriptive Analytics



Select outlet

Simple Image Capture with Quality Check

Instant Result processing

Actionable Insights & Core KBI's

MAXERIENCE

8

Shelf and Position level Information

UFO-Tetra-0ml	UFO-Tetra-0ml	Mm_Apl-Tetra-150ml	Mm_Apl-Tetra-150ml	Maaza_Refresh-Tetra-150ml	Maaza_Refresh-Tetra-150ml	Rimzim_Spicy-Pet-250ml	Rimzim_Spicy-Pet-250ml
Sprite-Rgb-200ml	Sprite-Rgb-200ml	Sprite-Rgb-300ml	Sprite-Rgb-300ml	Sprite-Rgb-300ml	Sprite-Rgb-200ml	UFO-Pet-0ml	UFO-Pet-0ml
Sprite-Pet-600ml	Sprite-Pet-475ml	Sprite-Pet-400ml	Sprite-Pet-400ml	UFO-Tetra-0ml	UFO-Tetra-0ml	UFO-Tetra-0ml	
Maaza-Pet-1.5L	Maaza-Pet-1.5L	Maaza-Pet-1.5L	Kinley-Pet-1L	Kinley-Pet-1L			
Thums_Up-Pet-750ml	Fanta-Pet-2.25L	Thums_Up-Pet-1.25L	Thums_Up-Pet-1.25L	Sprite-Pet-2.25L			

Remotely know how you products are performing

Using our Stick-n-Play IOT and Machine Vision Solutions

MAXERIENCE

Enabling Scale via our Instant Product Cataloging Technology

Factories

Distribution Centers

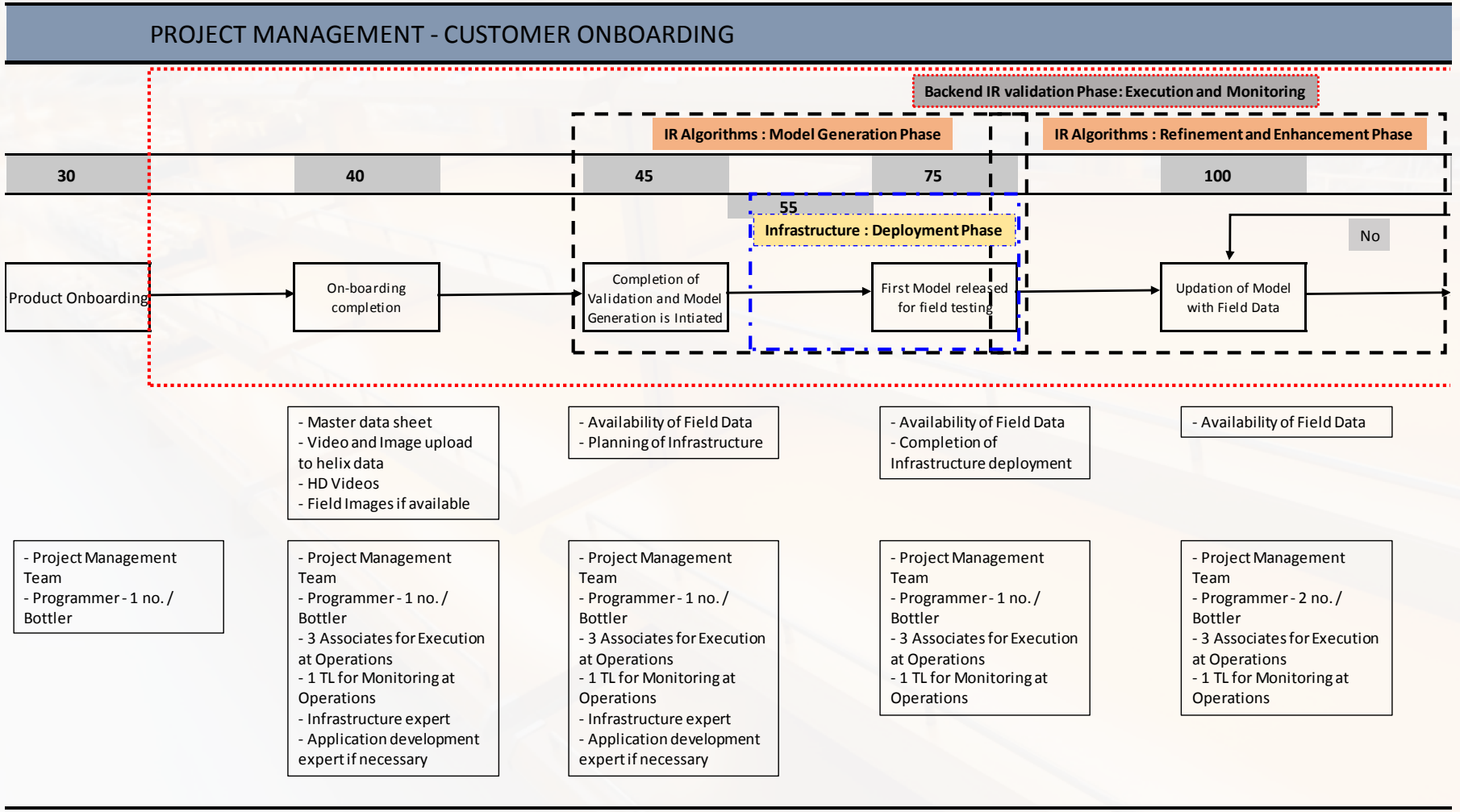
< 3 Minutes
to Capture Products @ Source

GPU

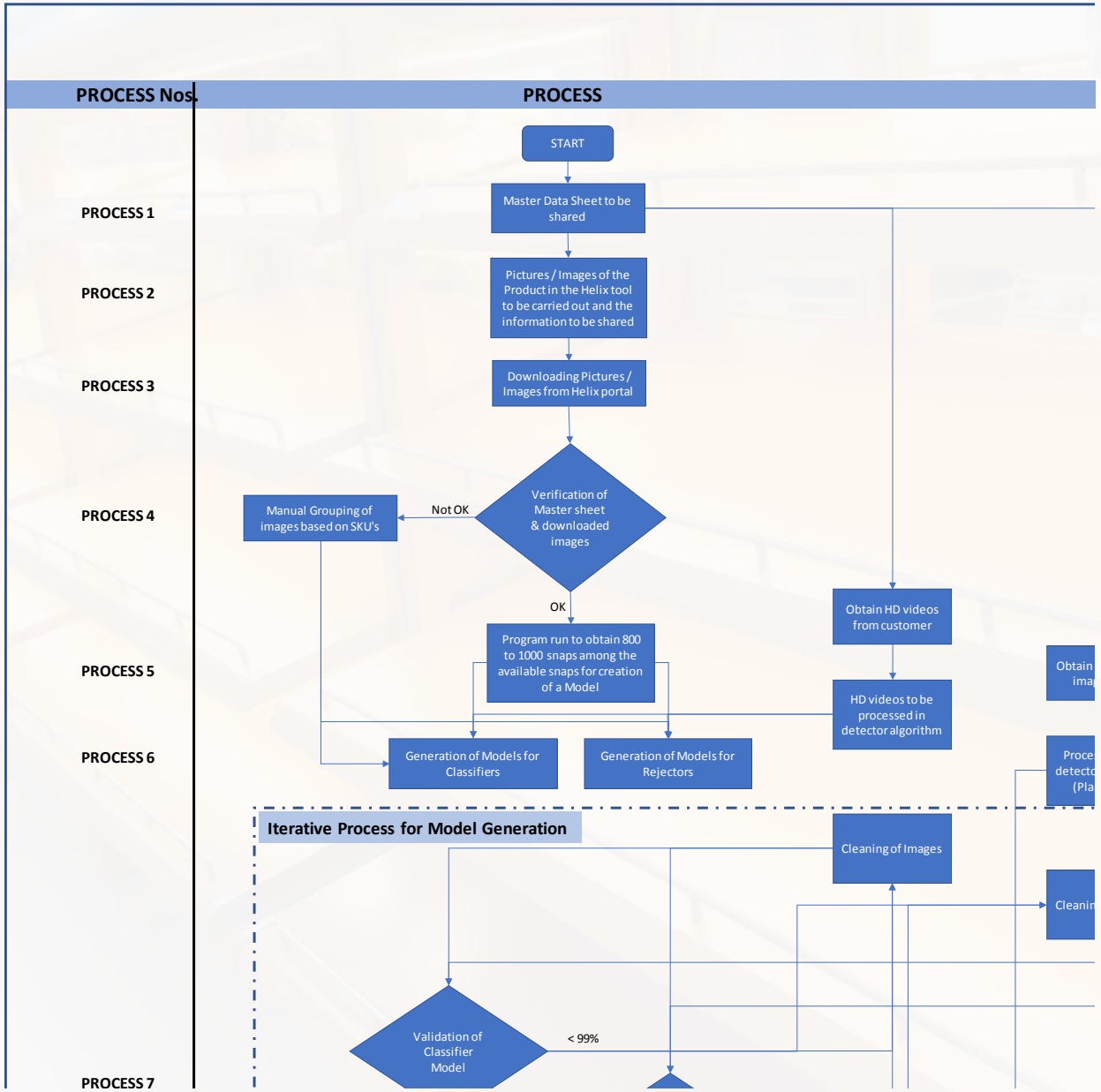
MAXERIENCE

< 24 Hours
Start Recognizing New Products

Retail Customer Onboarding – Process Lifecycle

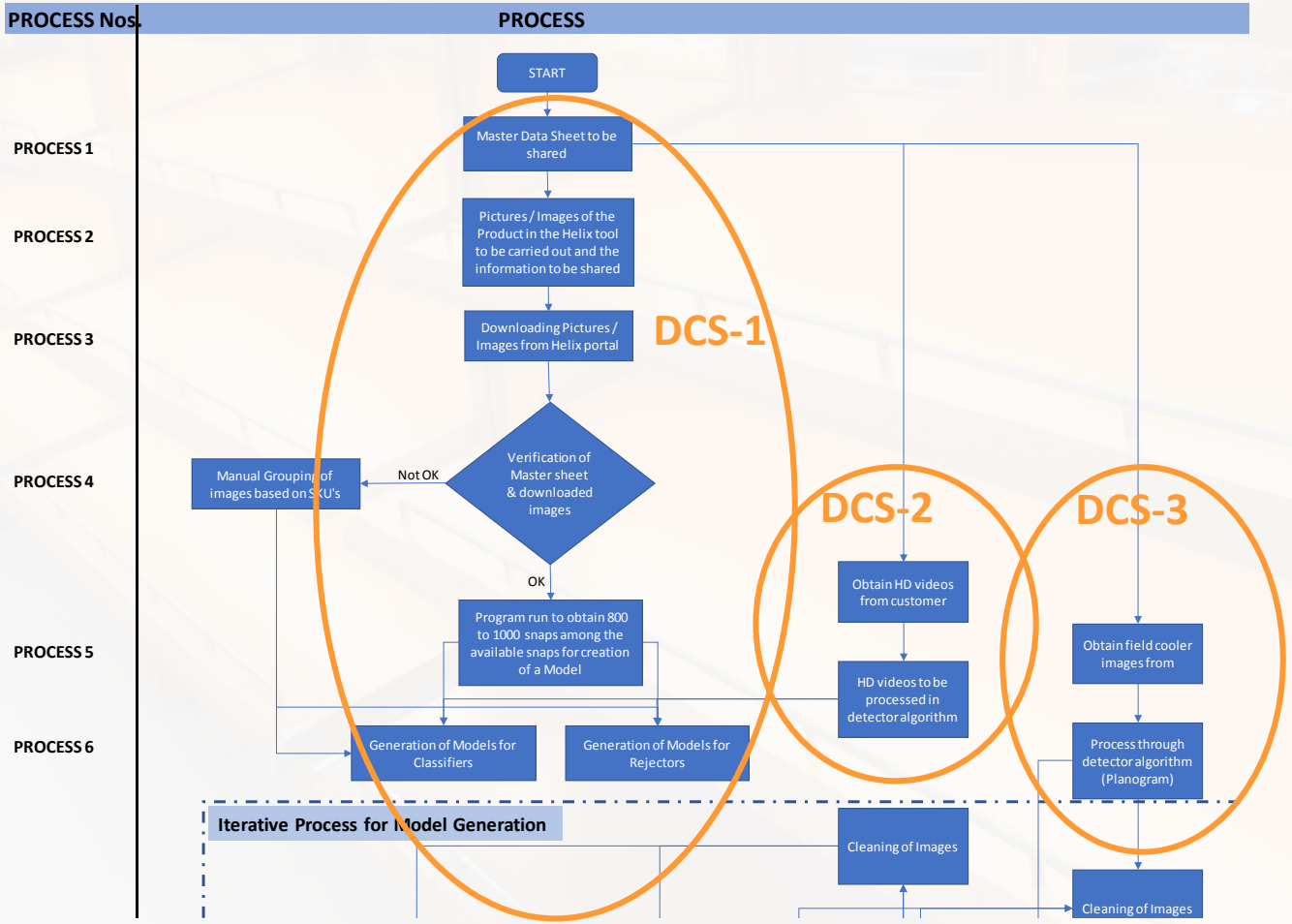


Maxerience AI Solution– Process Lifecycle

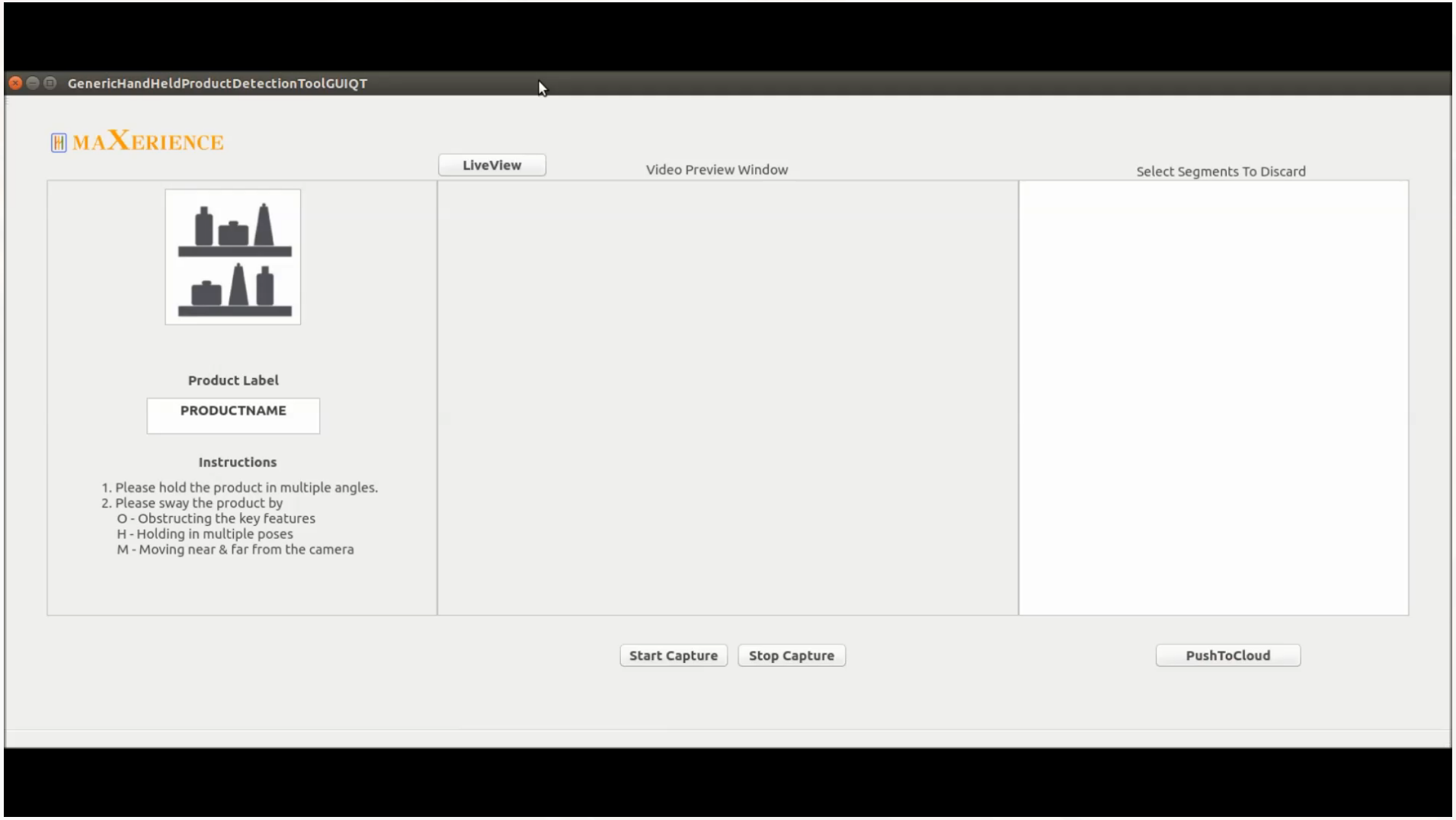


Data Collection Strategies – Pipeline

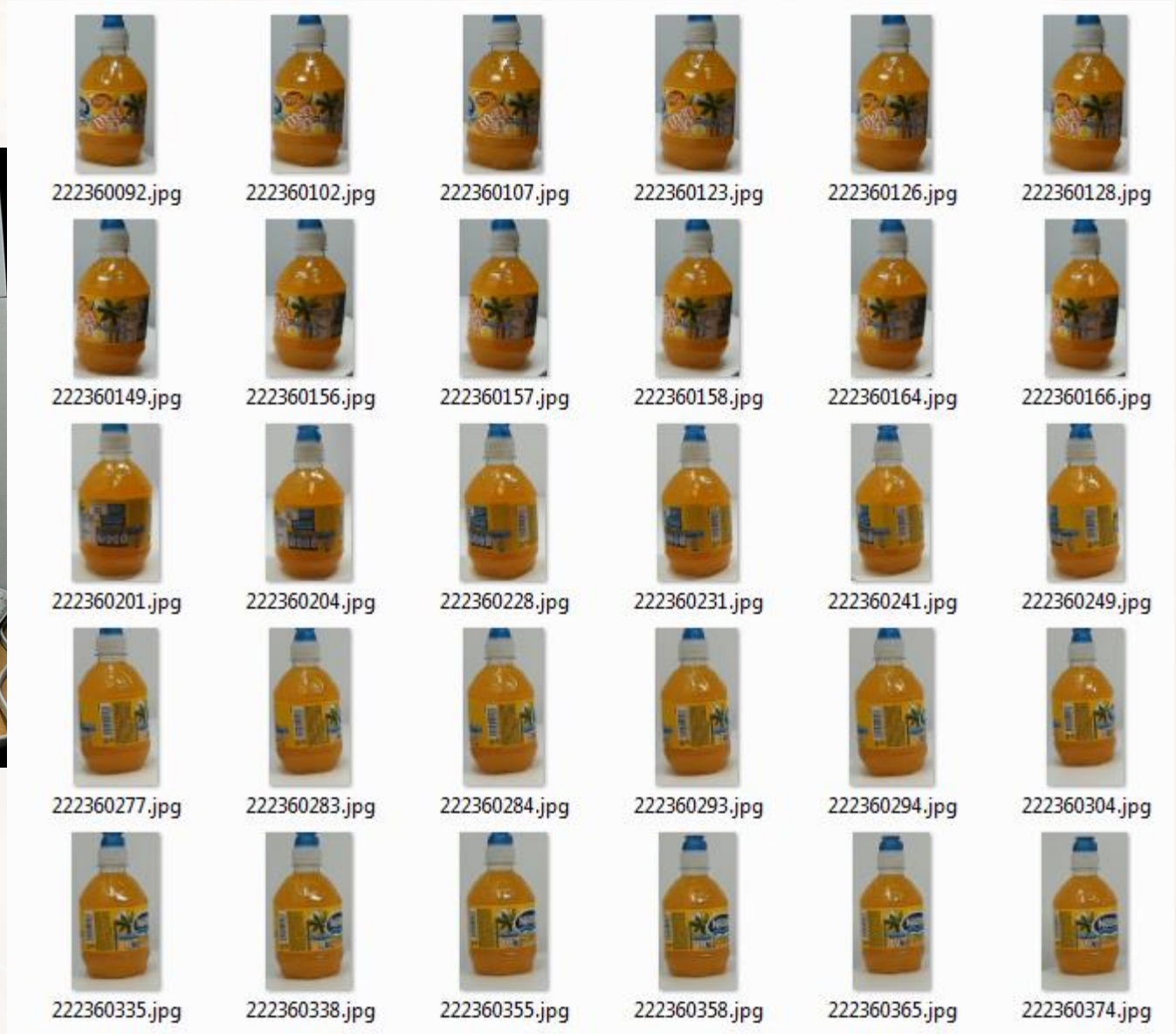
Product ID	Batch	Product	SKU	Is Foreign Product?	Brand	Flovour	Brand in IC Sales?	Manufacturer	State	Country	Product Category	Package Size	Measurement Unit	Packaging Type	Pack Type	Beverage Type
ID tag		Name of the Product (Drink) or Unique product name	Base article number or Unique product identifier	Is the product foreign or In house	Brand name of the product	Flavour name of the product	Notify if Brand is considered as IC Sales or NOT	Manufacturer of the product	Product State	Product country	The container type of the product	Product Size in liters or ml	Liter or ml	Can/Pet/RGB/ Tera	Packaging Type is Immediate or Future consumption	SSD/NCB



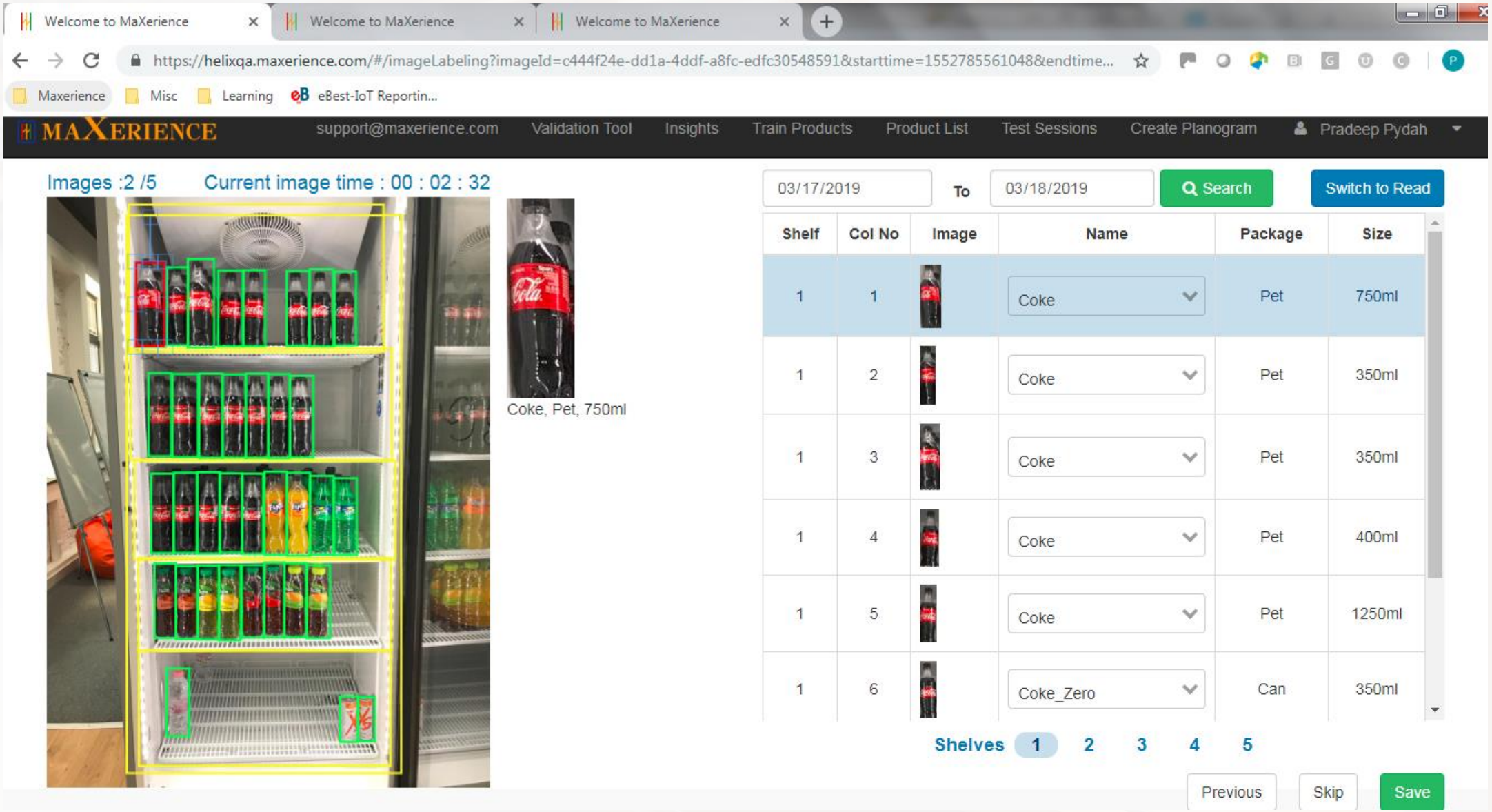
Data Collection Strategies – Helix – Smart Phone



Data Collection Strategies – Helix – Auto Turntable



Data Collection Strategies – Tools for Annotation



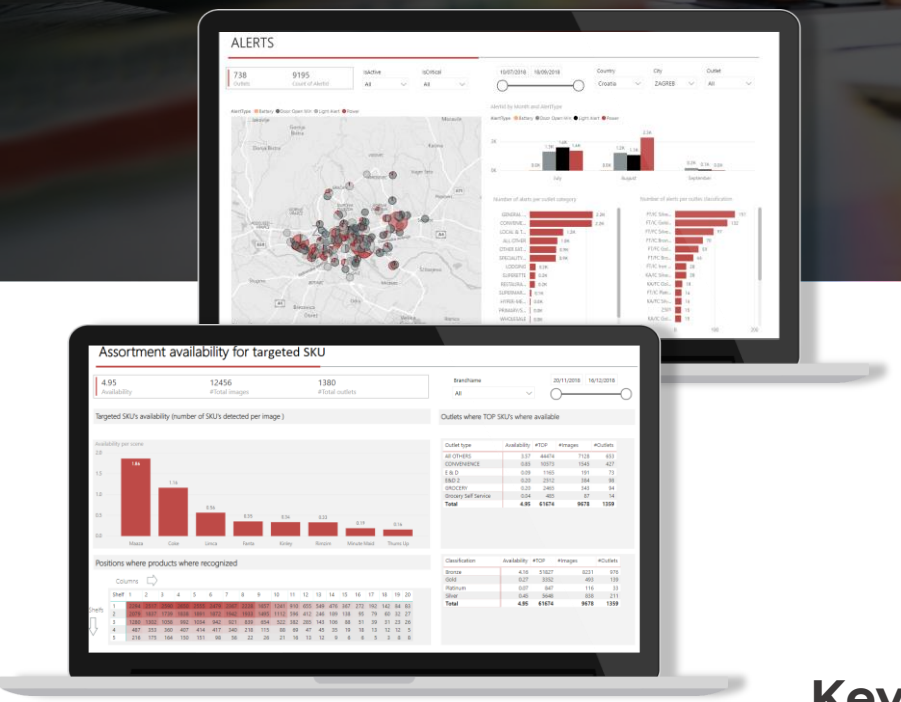
Scalability

- Self Service Portal for
  - On-boarding products
  - Training products
  - Validation of Inferences/Results
- Gamification
- Plug-n-Play Smart Shelves

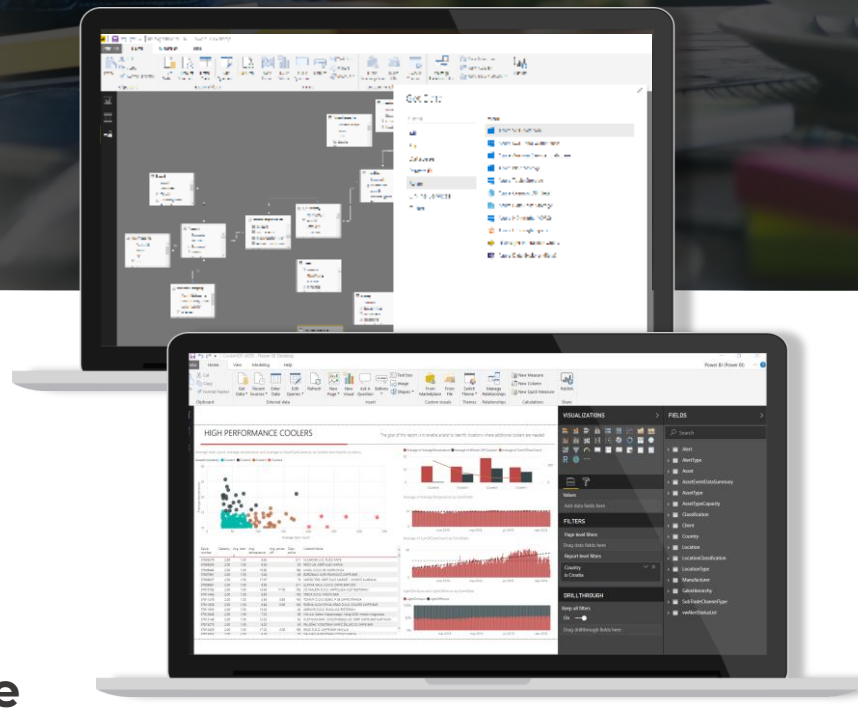
Monetize retail IoT and Image Recognition data

Out- of-the box actionable insights

Self-service



Monetization of retail IoT and Image Recognition data



Key KBI's

Machine Learning

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Leveraging IOT & AI for retail At Scale

5 Countries

VISIT US FOR LIVE DEMOS
BOOTH – 7102
INNOVATION LAB- 4TH FLOOR

MAXERIENCE

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