Revolutionizing Retail

Presenting VeeaHub Platform's TROLLEE RetailHub

TROLLEE In partnership with iFREE GROUP

Offer your customers a combination of the best of omnichannel in-store and online retail experiences with VeeaHub platform's TROLLEE RetailHub. Built with and supported by cutting-edge technologies, including VeeaHub Smart Computing Hub platform, TROLLEE enables retailers to increase their sales revenue through real-time interactive shopper engagement with retailer, advertisers (e.g., CPGs, beverage and personal care brands, etc.) and connected friends and family members who participate in the shopping experience via its built-in messaging feature, reduce costs through real-time tracking of shelf inventory and operational improvements (e.g., easier checkouts), and build new advertising-based revenue streams.

Ride TROLLEE to greater profitability

- Hi-Res Touch Screen Displays
- Smart Purchasing and Inventory Systems
- Artificial Intelligence
- Augmented & Virtual Reality
- Highly accurate Indoor positioning System for TROLLEE
- Cameras, scanners & biometrics

TROLLEE RetailHub with Unique AI-Driven AdEdge Advertising Platform

TROLLEE RetailHub Platform features intelligent shopping carts, smart shopping algorithms, shopping route planners, facial recognition, sensors, artificial intelligence*, comprehensive footfall and big data analytics.

Advertising content, special offers and/or coupons for products in the store are cached on VeeaHub units and are delivered instantaneously when shopper is in the close proximity of the advertised products for unparalleled shopping experiences.

Real-time downloading of this content from the Cloud wouldn't result in satisfactory user experiences due to latency and lack of integration with indoor positioning system.

Combined with cutting-Edge Intelligence, that identifies the shopper demographics, contextual and relevant ads are delivered where the purchasing decisions are made.

The platform may optionally be integrated with the retailer's loyalty program and/or POS to tie together all of the above with shopper's purchase history to deliver the most satisfying shopping experience.

The resulting conversion at check-out increases the value of ads by several factors, which without question has been the holy grail of the advertising industry.

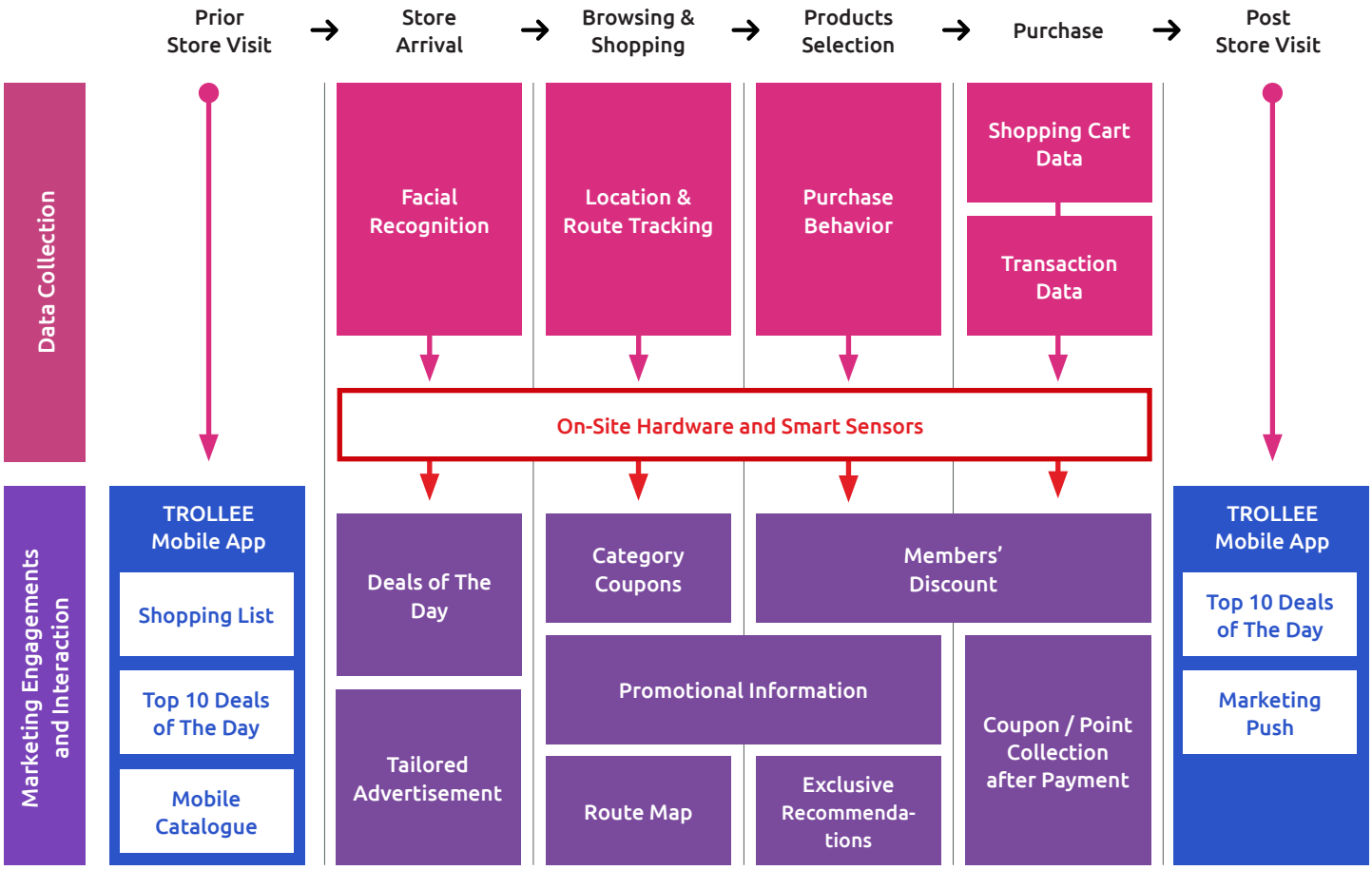
*** Optional TROLLEE feature.**

Delivering Outstanding Connectivity and Edge Services with VeeaHub Platform

TROLLEE's RetailHub solution unites all connectivity and data management supported by in-store VeeaHub platform with its AdEdge advertising, content management and real-time AI-driven campaign generation capabilities – with a simplified management capability that harmonizes those services and puts retailers in control, allowing them to create unique experiences for customers and staff. The platform allows retailers to gain a better understanding of their customers, enabling them to provide better customer service and in-store offerings.

Precise Micro-targeting

- Presence
- Demographics
- Microlocation
- Custom Conditions (e.g. Weather, Temperture, Season, etc.)
- Purchase History
- Time & Date
- Behavior
- User Profile & Interests
- Shopping Cart
- Special Events



Retailers are able to streamline operational procedures and costs, while enhancing profits. The combination of technologies delivered through VeeaHub platform provides your customers a fun, personalized, content-rich, immersive in-store experience that they will remember, while you gain more relevant customer data that will enable you to reward them in many new ways when they come back.

Increase Sales. Reduce Costs.

A Completely New Source of Revenue

TROLLEE and VeeaHub platform's combined AdEdge digital advertising solution, rewrite the rules of digital marketing. Retailers will benefit from increased sales and a new source of revenue that is highly coveted.

Reduce Operational Complexity and Costs

Shoppers can find what they need more efficiently while checkout is streamlined, reducing staffing requirements. Based on shoppers' journeys through the store, its planogram can be highly optimized for the majority of shoppers with machine learning and AI.

Gain Knowledge of Additional Revenue & Cost Saving Opportunities

Big Data collected from Trollee presents many new revenue and cost saving opportunities to retailers. Capture information on traffic patterns, dwell times, shopper behavior and mood throughout the customer journey, and min/mean/max service times to predict satisfaction.

TROLLEE serves up just-in-time ads based on a customer's location and profile. These ads can drive higher conversion rates, and purchases can be directly linked to the ad spend, offering a clear ROI to your advertisers. The additional revenue can offset the cost of your TROLLEE system, if any, depending on the business model adopted.

Create New Revenue Streams.

- Large sized, touch-responsive, multimedia hub for content rich engagement experience.
- A highly accurate, easy to install and cost-effective indoor positioning system triggers relevant advertisement and messages at the right moment.
- AI capabilities* prompt tailored and personalized advertisement prior and post store visit.
- Vision analytics to capture data to analyze reactions and emotions for customer journey optimization.

*** Optional TROLLEE feature.**

TROLLEE RetailHub Platform In a Glance

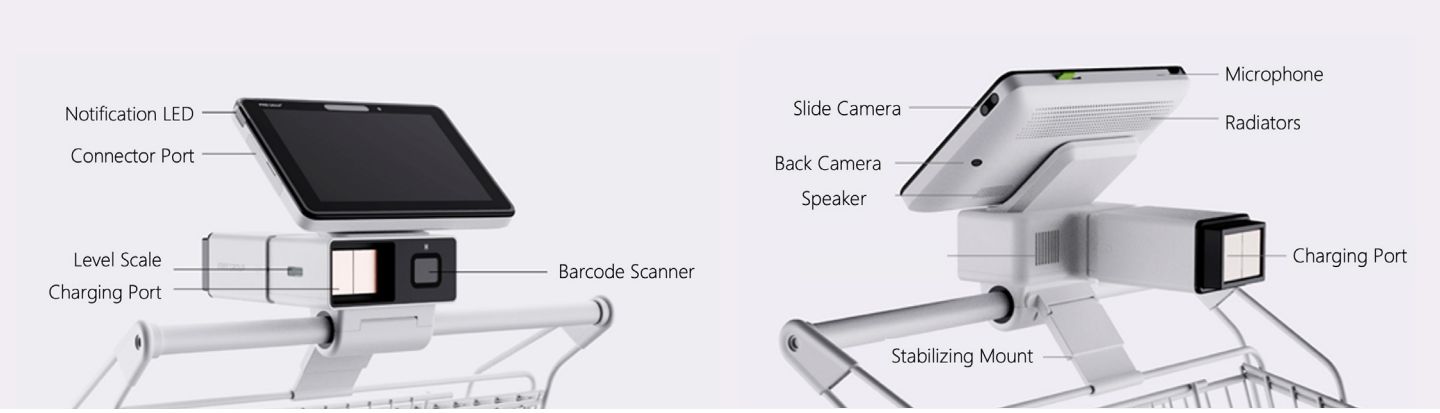
Targeted Ad Campaign Creatives Can Use Cart-Specific Data

- Current position
- Journey/Direction
- Purchase history (with POS / loyalty program integration)
- TROLLEE interaction history
- Cart contents
- Age/Gender
- Mood
- Preferences
- Social
- Others

1. Shopper Enters the Store
2. Performs Membership or Anonymous Login on TROLLEE
3. Clips Desired Coupons and Views Daily Offers on TROLLEE Screen
4. Searches for Desired Product by Voice or Typing on Screen
5. Shopper Views Advertisements Based on Location and Other Ad Campaign Criteria
6. Selects Products and Scans the Product Barcode on TROLLEE's Barcode Scanner
7. Quick Checkout is Supported Through a Variety of Methods
8. Returns TROLLEE to Magnetically Coupled with Another TROLLEE for Charging and Leaves Store

Technical Specifications

PLATFORM	Processor	**Snapdragon 1.8GHz**
	Memory	**16GB eMMC + 2GB LPDDR3**
	Software	**Android 9.0**
	Screen	**10.1 Inches, Landscape**
SCANNING (BARCODE, QR CODE) & CAMERAS	Infrared	**Barcode / QR Code scanner**
	Rear Camera	**5 megapixels, 110° wide-angle lens**
	Side Camera	**5 megapixels, 110° wide-angle lens**
	Front Camera	**2 megapixels**
INDOOR POSITIONING	G-Sensor	**High-accuracy 6 axis + 3 axis sensors**
	Positioning Module	**BT position / AOA / UWB**
STATUS & INTERFACING	Sound	**Speaker**
	Motor	**Sustainable**
	Status Display	**Status light for charging / alarm status**
	T Card	**Sustainable**
	USB	**Type-C (2.0/3.0)**
	Reset	**Power button for on/off + reset**
BATTERY & CHARGING	Charging	**24V DC, 1A; 9 hrs for full charging via USB-C**
	Cascade Charging	**Cascade + magnetic control, 10 Qty.**
	Battery	**15000ma; 11.1V, 166.5Wh, 18 hours battery life**
DIMENSIONS	Net Weight	**3 kgs / 6.6 pounds**
	Operational Temp	**0 - 60°C**



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