

# NRF 2014 Recap January 28, 2014



Source: IPG Media Lab

## What is NRF?

NRF is the National Retail Foundation, the world's largest retail trade association. Every January, they put on "Retail's Big Show", a conference and exposition centered around "all things retail".

Since for many of our clients retail is critically important, every year the Lab attends the show and logs both trends and interesting particular relevant technologies.

## NRF 2014: Two Key Trends

Most of the NRF expo featured fairly similar technology to that of recent years. There were, however, two new areas that had significantly increased emphasis this year:

**Mobile POS** – Point of sale systems based on mobile device technology

**Beacons** – Enabling mobile devices to detect close-range proximity to specific locations within a store

# Mobile POS

The point-of-sale is on the move. Inspired by technologies like Square, numerous vendors are now offering technologies to break out of the fixed cash register model.

The idea is to boost sales by having associates intercept consumers wherever they are in the store and convert them on a purchase right then and there.



# Beacons

The idea of using Bluetooth Low-Energy (BLE) beacons to tailor retail experiences has been experimented with for a few years now. As you navigate a store, an app installed on your mobile device detects a beacon and launches a relevant experience.

With iOS 7, Apple announced support for the concept which it called “iBeacon”. With the floodgates open, multiple vendors at NRF showcased their own solutions, including heavyweights like Qualcomm.



Source: [gigaom.com](http://gigaom.com)

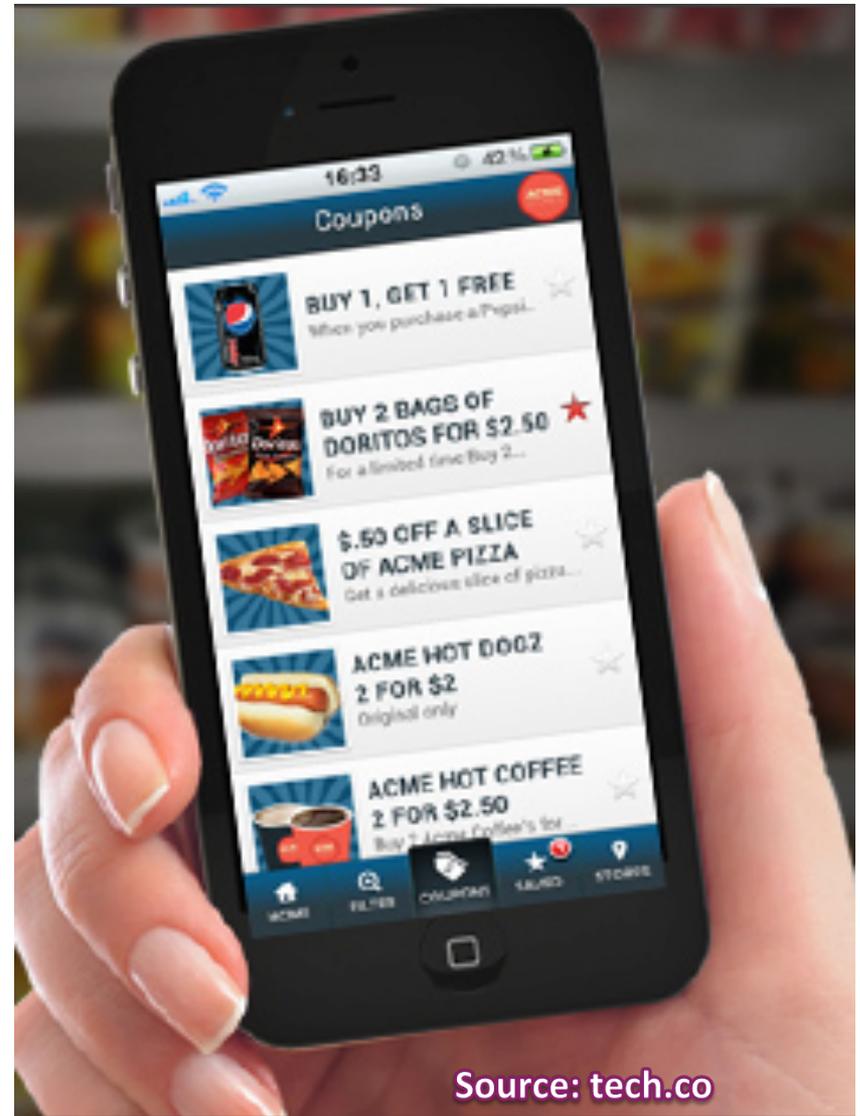
# Interesting Technologies

Besides these trends, a few other technologies caught our eye:

- Koupon
- Digimarc
- Aerva
- ComQi
- Planar
- NEC Facial Coding
- Shopper Trak

# Koupon

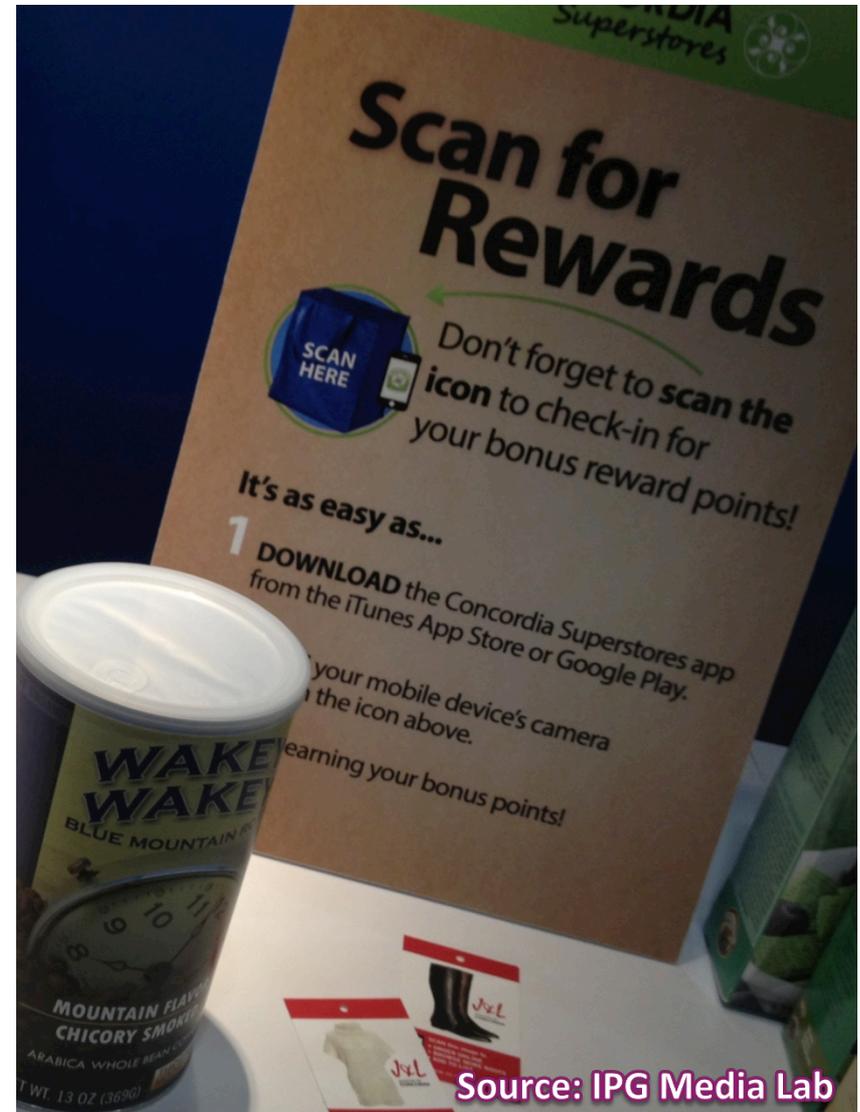
Platform for geo-fenced mobile offers. You can integrate their technology into your retail app such that an offer only appears and is valid if the user and their mobile device are in selected locations.



# Digimarc

Specializes in watermarking technologies for audio and images. Can trigger interactive experiences within a mobile app based on a sound heard or an image scanned by the device in a retail environment.

Can be used for authentication of in-store exclusive offers.



Source: IPG Media Lab

# Aerva

Digital signage technologies for retail that enable easy social media integration. Capabilities include a moderation engine.

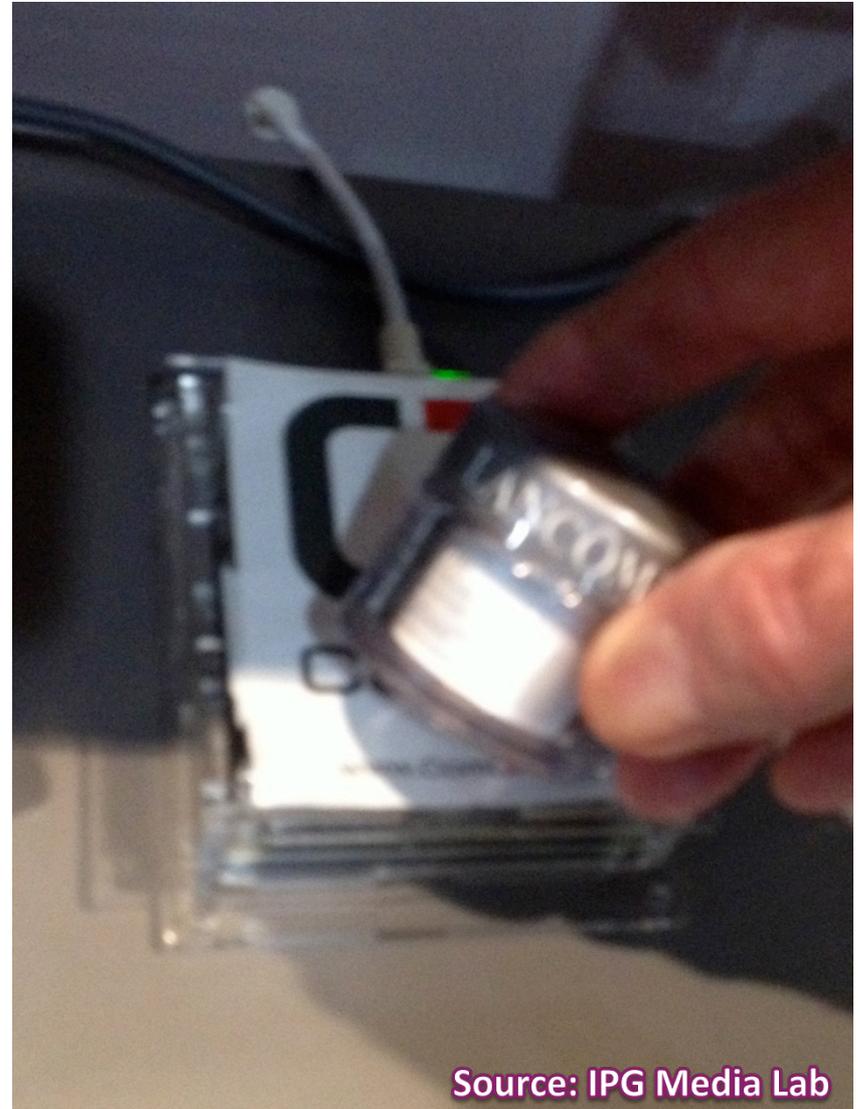
Can pull social content from platforms such as YouTube, Instagram, Twitter and Vine.



## ComQi

Their main product is a robust CMS for managing video content on digital signage. But an added feature is the ability to override the default digital signage triggered by context.

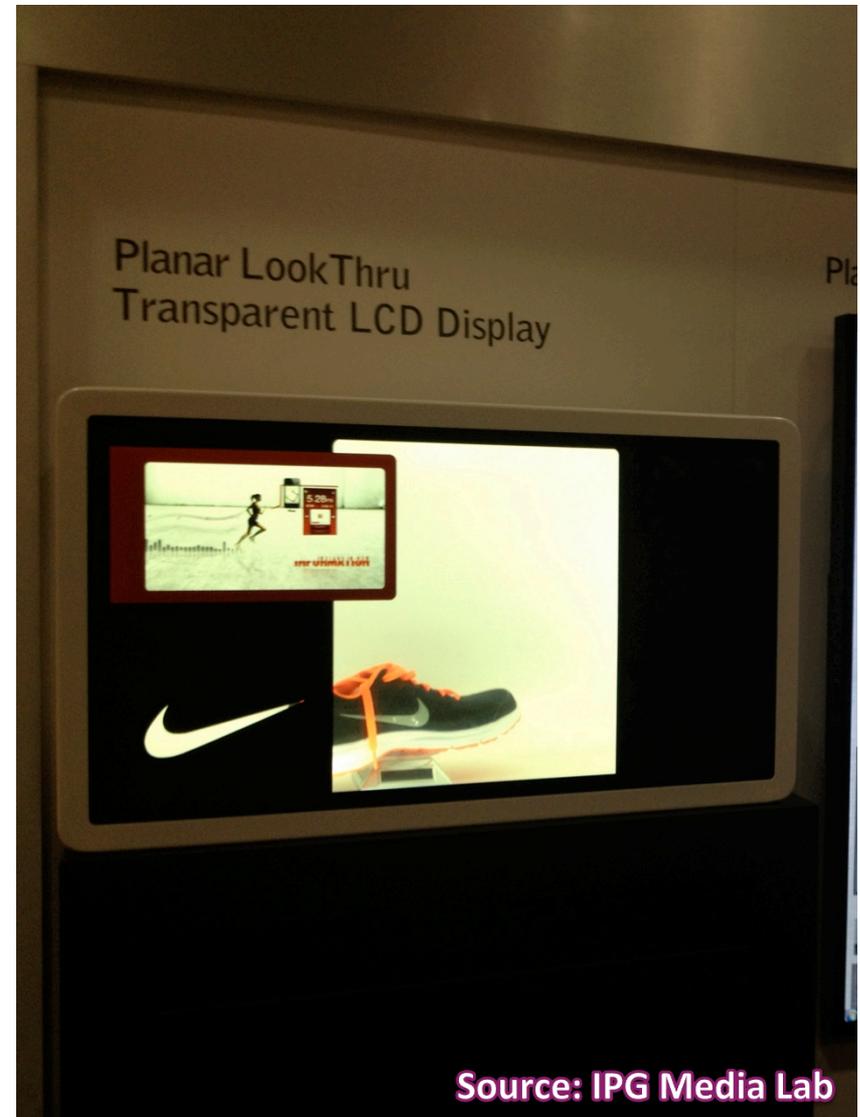
For instance, tapping a product to an NFC reader could trigger a video about the product.



Source: IPG Media Lab

# Planar Transparent LCD

Display boxes for retail that feature a transparent LCD front. A digital experience can be created to augment the display of a product as an overlay in physical space.



# NEC Facial Coding

Using video cameras and their back-end software, NEC showcased technology for retail that can analyze shoppers, gather data insights and even change digital signage in response to customer behavior.

## Behavior Recognition for Retail

### Shopper Profile

Shopper	Age	Gender	Product	Holding duration	Stay duration	Time to contact
517	40-59	M	F	00:04	07:42	07:05
516	60-	M	D	00:10	04:56	00:20
515	60-	M	-	00:00	00:46	00:46
514	10-24	M	F	00:07	04:16	00:16
513	10-24	M	-	00:00	00:00	00:00

### Shelf space

Source: IPG Media Lab

# ShopperTrak

They use store surveillance camera footage to count people in useful ways. It can differentiate between employees and customers and can count people by age and gender.

They have deployed 60,000 cameras and count 8 billion people annually.



Source: ShopperTrak

## NRF 2014: Two Key Takeaways

- The experience of moving through a retail space is beginning to change in fundamental ways. Changes to consumer behavior are beginning to cause changes to store design and operations.
- Mobile is becoming integral both for shopper *and* merchant. Retailers are exploring new ways for a mobile device to communicate with the physical space, not just the outside world.

# Thanks

For any questions or more CES information, please visit <http://ipglab.com> or get in touch:

[info@ipglab.com](mailto:info@ipglab.com)

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