keonn

AdvanCloud ™
Cloud-based software platform

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Keonn Technologies S.L.
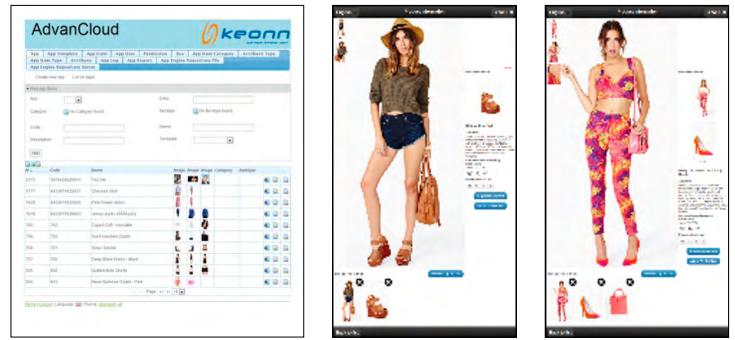
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Benefits:

- Access to real time information of the detected RFID tags and events in any location, from anywhere and at any time

- Easy and efficient remote management of Keonn products

- Remote management of content and user interface of Keonn interactive retail systems

- High scalability and flexibility

- Integrated pricing, including software application, data hosting and technical support

- Reduction of deployment time

- Reduction of spending on technology infrastructure

- Reduction of operational and maintenance costs

Applications:

- Retail stores
- Libraries
- All applications using Keonn products

Product overview

AdvanCloud is a **cloud-based software platform** for remotely managing Keonn RFID systems:

- Encoding systems
  - Encoding stations: AdvanStation
  - RFID printers
- Automatic inventory systems
  - Handheld readers
  - Inventory robots: AdvanRobot
  - Overhead antenna systems: AdvanTrack
  - Smart shelves and smart displays: AdvanShelf, AdvanDisplay
- Interactive retail systems
  - Recommendation systems: AdvanLook
  - Interactive fitting rooms: AdvanFitting
  - Smart mirrors: AdvanMirror
- Loss prevention systems
  - Overhead: AdvanSafe
  - Floor: AdvanMat
  - Pedestals: AdvanGate
- Point of sales systems: AdvanPay

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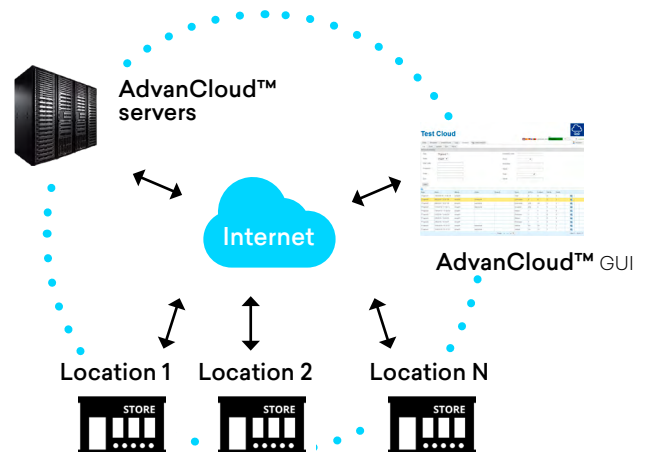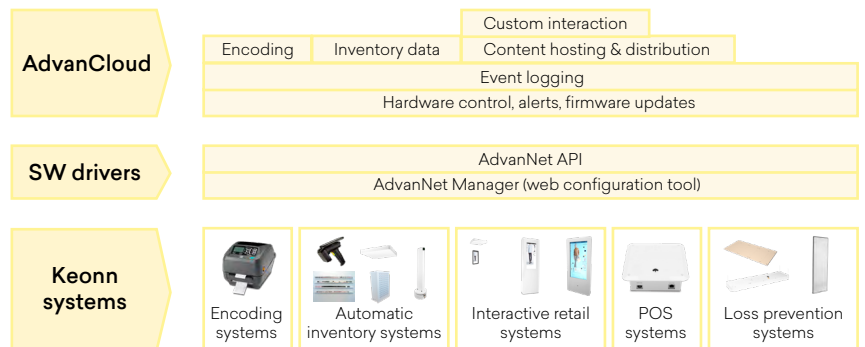
Main functionalities

All the **detected RFID tags** are recorded and stored in AdvanCloud in **real time**, and can be accessed from anywhere and at any time.

All the **interaction events** between the shopper and AdvanLook/AdvanFitting are also recorded and stored in AdvanCloud.

All the data stored in AdvanCloud can be easily exported or queried, in order to generate **reports**, apply **business intelligence** techniques, etc.

AdvanCloud also provides the **interactive user interface** for AdvanLook and AdvanFitting. This user interface can be easily customized for each retailer by using HTML5 and Javascript.

New **content** (images, videos, product descriptions, cross-selling rules, etc.) are easily uploaded to AdvanCloud. AdvanCloud automatically downloads the content to all AdvanLook/AdvanFitting units installed at retail stores.

Content import and **data export** can be executed remotely by means of a **web services API** that makes the integration with other systems very easy.
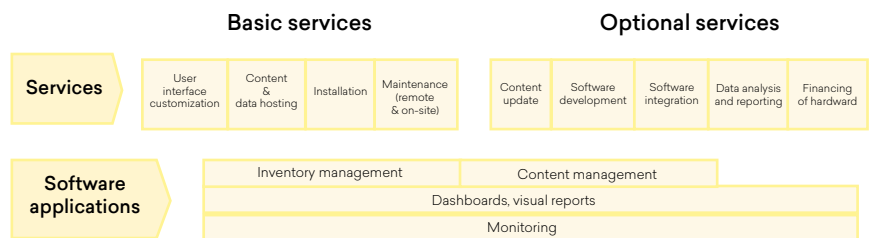
AdvanCloud also controls and manages the **tablets/PDAs** that store staff use to receive requests from shoppers and to answer these requests.

AdvanCloud user interface allows shoppers to interact with **social media** (Facebook, Twitter, Google+, etc.) within the store.
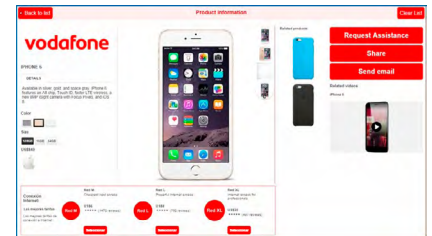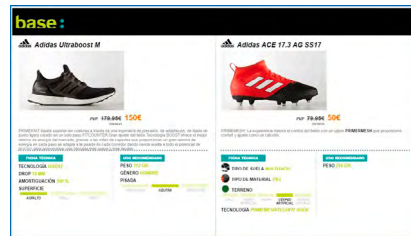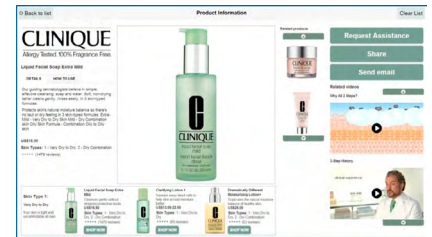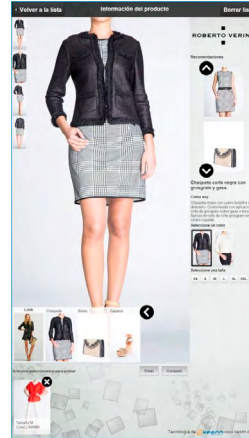
Benefits for Keonn partners

With AdvanCloud, **Keonn partners** can generate **new sources of revenue** by building **new software applications** for retailers and providing new services to retailers:
- Upload and update content
- Verify consistency of the uploaded content and detect any missing content
- Modify the user interface of AdvanLook and AdvanFitting
- Develop dashboards and reports
- Export interaction data in order to apply business intelligence techniques
- …

	Basic services				Optional services				
Services	User interface customization	Content & data hosting	Installation	Maintenance (remote & on-site)	Content update	Software development	Software integration	Data analysis and reporting	Financing of hardware

Software applications	Inventory management	Content management
	Dashboards, visual reports	
	Monitoring	

![Keonn logo] **keonn**

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Screenshots of AdvanCloud user interface (examples of templates)

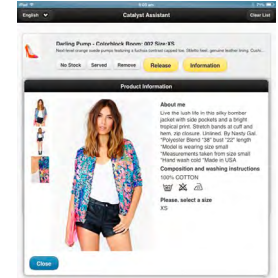# AdvanCloud ™
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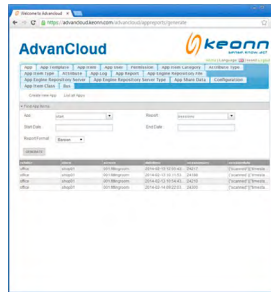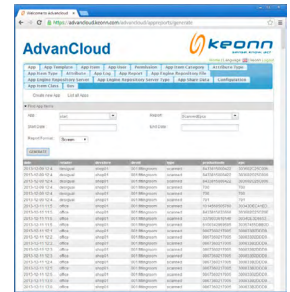### Screenshots of AdvanCloud user interface (examples of templates)

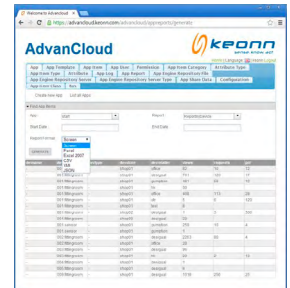**Management console**

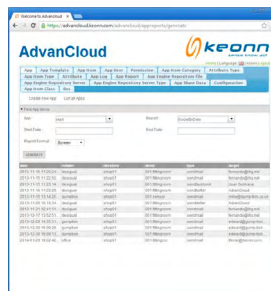**Employee PDA management**
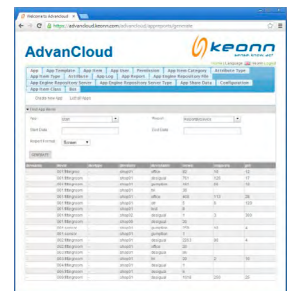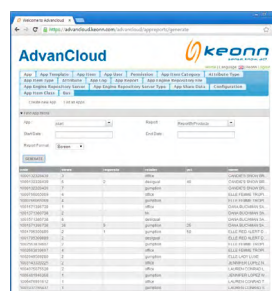
User sessions

Read RFID tags

Store staff assistance
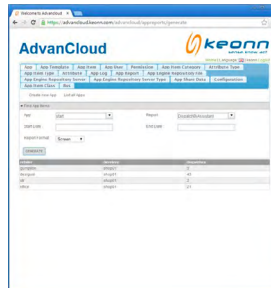
Data export

Report of interactions with social media

Report by device

Report by product

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