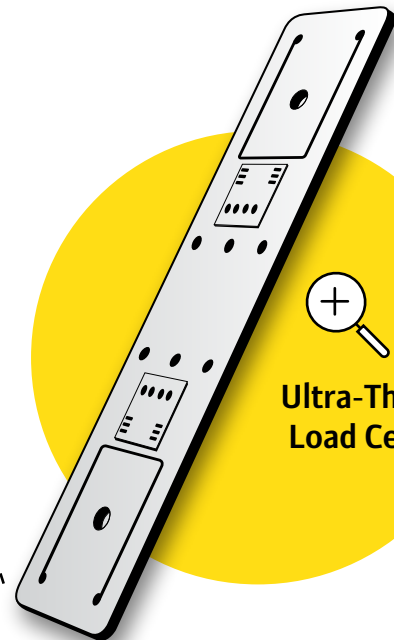


"THE BAY"

RETAIL SHELVES THAT CAN SENSE THE DIFFERENCE

In the retail business, you know the inventory levels in the warehouse and you know what has left the POS. However, you don't know what really happens in the most important area of the store: at the Point of Purchase (POP) shelves. This knowledge void costs the retail industry \$1.1 Trillion per year, more than the accumulated industry annual profits!

"The Bay" is a set of standard retail shelf racks, converted to **SMART IoT SENSORS** simply by adding **Shekel Brainweigh™** revolutionary ultra-thin load cells on brackets under each shelf. Together with our Artificial Intelligence algorithms "**The Bay**" records and provides invaluable accurate data, in real time, on each and every important product-related event in your POP.

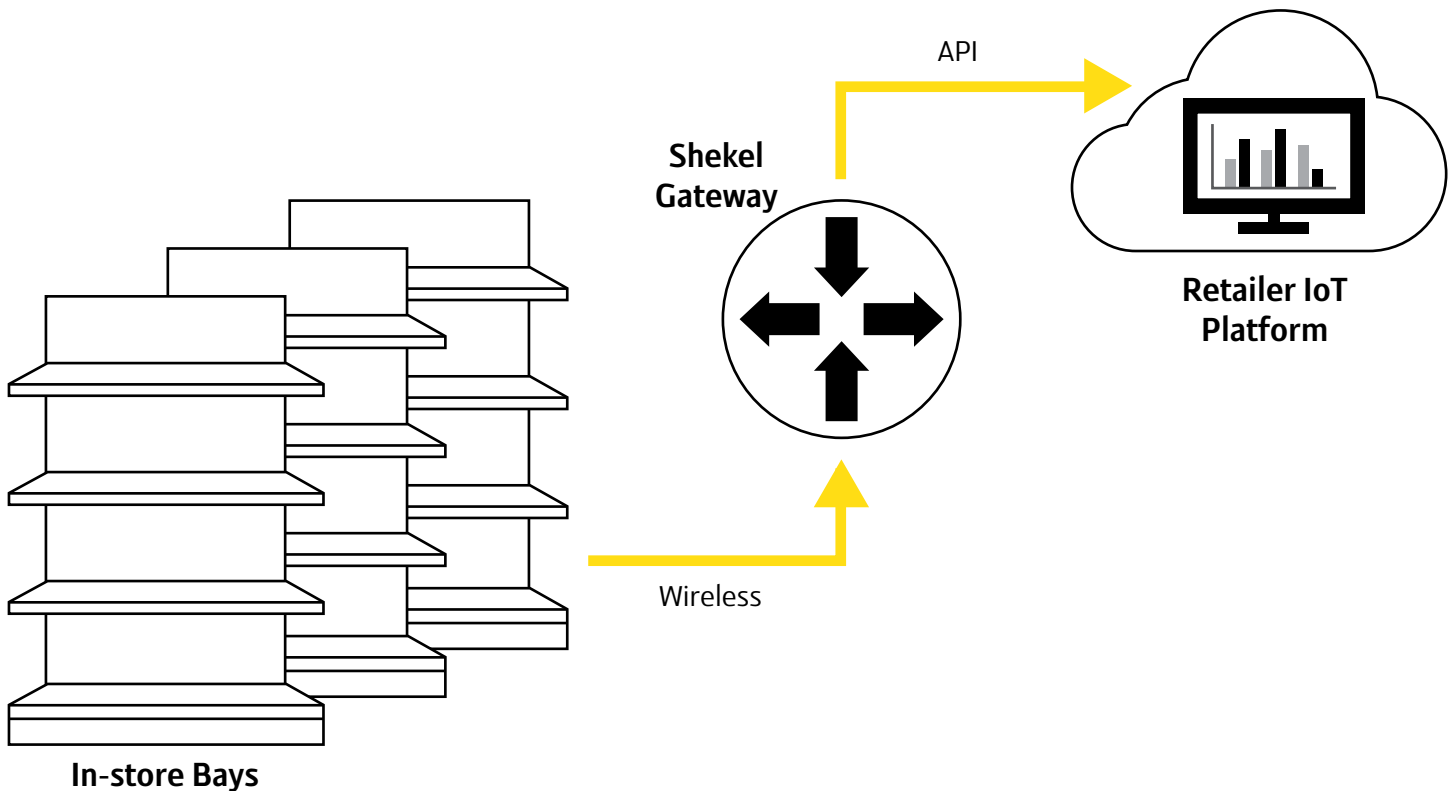


For the first time ever you get...

- Real-time highly accurate inventory tracking for each SKU on store shelves
- Automated replenishment plans, on-shelf product positioning and even pricing recommendations
- Rock solid validation for Grab 'n Go and Self-Checkout growing trends
- Inventory-level based HD video advertisement generation for in-store and general digital media channels

Innovative, State of the Art, Always Learning...

- Highly accurate, practically service free, Deep Learning based SW
- Connects with all standard Internet of Things (IoT) and 3rd party retail applications
- Best value to Total Cost of Ownership (TCO) ratio



About Shekel Brainweigh™

Shekel Brainweigh™ has over 40 years' expertise in precision weighing and is now adding unique AI and IoT technology to its field proven products. Shekel Brainweigh™ has gathered pioneers in the weighing industry and experts in the field of AI to create a multidisciplinary team. This team is revolutionizing the retail industry, with an unparalleled system that delivers store operation efficiency, improved customer experience, and enables store automation.