

"The Promotional Bay"

URNS GONDOLA SHELVES TO SENSOR SHELVES

Your plans for promoting your products at the best and most expensive part of the store are not succeeding, even after you invested considerable resources to attract customers? The solution is **"The Promotional Bay"**, a set of standard Gondola shelves easily converted to **SMART IoT SENSOR SHELVES**. Together with our Artificial Intelligence algorithms, **"The Promotional Bay"** can do something that has never been done before. It will let you know what is happening at the POP, so you know what has to be done to boost sales.



Under the shelf ultra-thin load cells

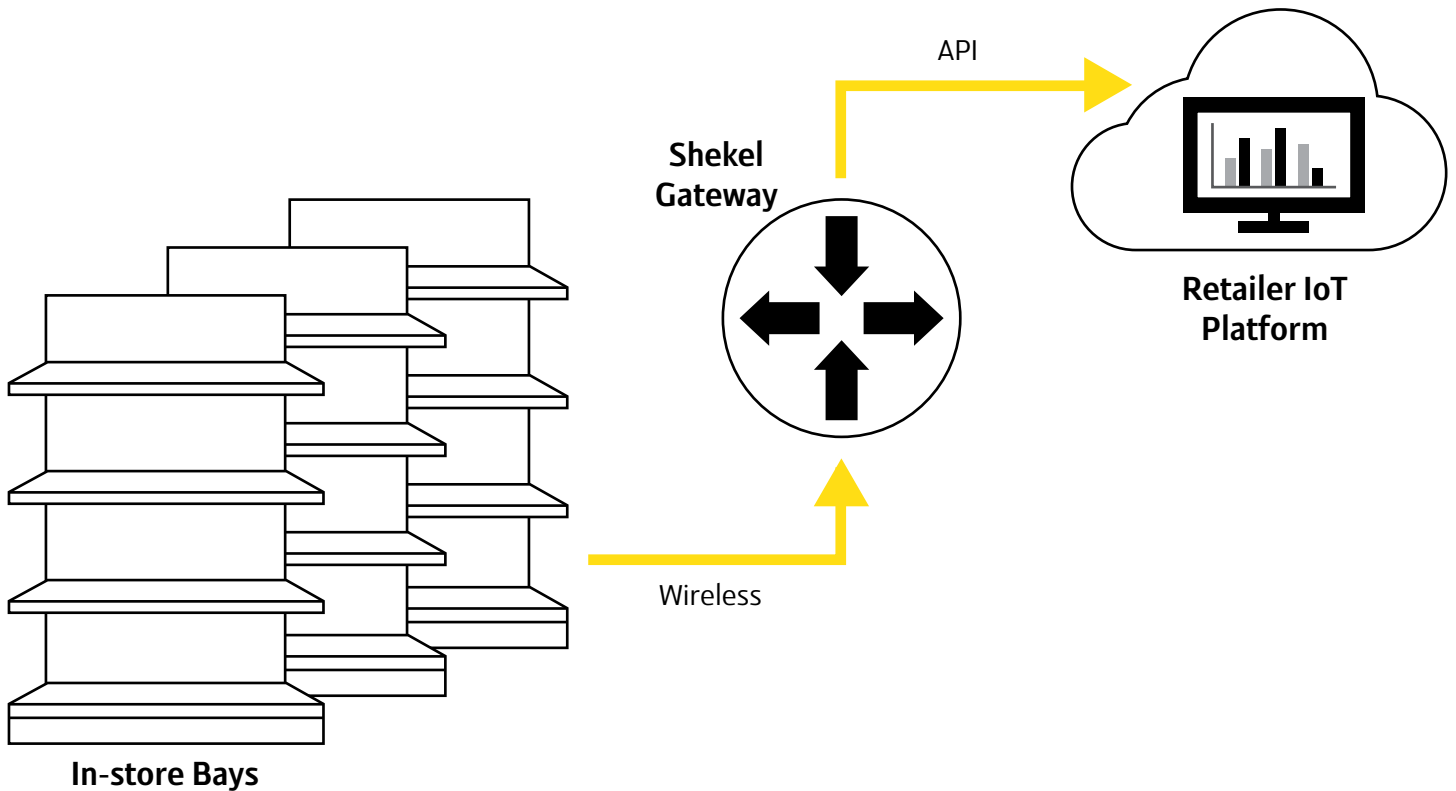


For the first time ever you can...

- Promote products according to inventory levels in your store
- Generate inventory-level based HD video advertisement for in-store promotion and through all digital media channels
- Bring customers to the store with targeted mobile campaigns
- Automate replenishment plans, on-shelf product positioning and even pricing recommendations

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

- Highly accurate, practically service free, Deep Learning based software
- Connects with all standard IoT and 3rd party retail applications
- Best value to Total Cost of Ownership 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.