

SHEKEL BRAINWEIGH COLLABORATES WITH INTEL TO ADVANCE RETAIL INNOVATIONS

Advanced weighing technology pioneer **Shekel Brainweigh Limited (ASX:SBW)** (“**Shekel**” or the “**Company**”) is pleased to announce a collaboration with the launch of the industry’s ‘Open Retail Initiative’ (ORI).

Open Retail Initiative is a collaboration between industry partners, led by Intel and joined by Dell, HP, JD.com, Verifone and other leading technology players to enable the rapid development and deployment of Internet of Things (IoT) based solutions to change the way retailers operate. Partners within the collaboration will develop solutions enabling retailers to implement advanced technologies particularly focused on accessibility of in-store data, accelerating solution development and reducing technology costs, thereby improving ROI.

This collaboration illustrates Shekel’s significant commitment to helping end users deliver solutions into their environments in an open, scalable and flexible way and making data available and actionable.

An estimated \$1.1 trillion¹ revenue is lost annually worldwide in the retail sector due to overstock and out-of-stock issues, calling for smarter retail stocking solutions to recapture sales and drive operational efficiencies from the supply chain through to the store floor. ORI is the first and only truly open source IoT edge platform available to the retail market today.

Commenting on the partnership, Shekel Brainweigh CEO, Yoram Ben Porat, added: “*We were invited by Intel to join the game-changing “Open Retail Initiative” and together with other industry leaders, simplify the adoption of advanced IoT and AI technologies into the retail environment.*”

“We see this invitation as the industry’s acknowledgement of our unique and patented technology. Smart scales innovation will be key to the transformation of the industry. Too many retailers still rely on physical inventories. We are bringing our technology to the next level with our suite of autonomous retail products that solve inventory issues and allow the exact identification of quantity and location of individual products on retail shelves in real-time. By monitoring inventory and transmitting data about items’ movements we can help retailers improve inventory accuracy, understand consumer habits and ultimately boost sales.”

The Open Retail Initiative was launched at the National Retail Federation (NRF), the world’s largest retail conference and expo on 13 January 2019 in New York City.

More information can be found at <https://www.intel.com/content/www/us/en/retail/open-retail-initiative-article.html>

Ends

¹ IHL Group, 2015



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About Shekel Brainweigh

Shekel Brainweigh has for over 40 years been a global leader in developing scale and weighing technology. The company provides weighing solutions to the highly regulated retail and healthcare markets via global giants such as Toshiba, Fujitsu, Diebold Nixdorf and others. Utilising its experience in weighing technology, Shekel Brainweigh is developing a suite of new products aimed at meeting the challenges that traditional retailers face today, such as store automation, operational efficiency including overstock and understock inventory issues and enhancing the consumer experience.

Shekel's patented combination of weighing technology with Artificial Intelligence (AI) and Internet of Things (IoT) technology has led to the development of their "Product Aware Surface Technology". Shekel Brainweigh is committed to continuing to innovate and expand into global markets.

To learn more about Shekel Brainweigh, visit <http://www.shekelbrainweigh.com/>