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RETAIL AND THE DIGITAL TRANSFORMATION

Self-Service Technology for Retailers

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In this brochure, we show you which self-service systems we use to promote trade at POI and POS: Self-checkouts, information terminals, and digital signage from POLYTOUCH®, as well as a retail AI solution for shelf monitoring, theft prevention, and the creation of heat maps and movement profiles. Our systems make ordering, payment and operating processes more efficient and redefine the customer service experience at all touchpoints. When you choose Pyramid, you are choosing state-of-the-art technologies and comprehensive services from a single source.

We provide our brand solutions in basic configurations that cover numerous applications off the shelf. Additional purchases of components or peripheral modules are generally not necessary.

For special use cases, the platform principle of our technologies enables both the cost-efficient implementation of your special requirements and a fast time-to-market. We can implement almost all your requirements regarding accessories, peripheral systems and mounting or fastening options in the shortest possible time.

This makes Pyramid your first choice for setting up a new or modernizing an existing digital infrastructure in your retail business, regardless of whether you opt for a basic configuration or a customized solution.

The allocation of models to a specific segment is based on our experience and our knowledge of the market. Would you like to use a different kiosk or menu board in one of your segments?

No problem! One of our principles is: „Anything is possible!“ You decide which technology you want to use, and our experts will bring it to your space!

This also applies to our PLS paging and localization solution. With the PAGING and LOCALIZATION packages, we have created a holistic concept for gastronomy businesses that combines reliable performance, high user-friendliness and great flexibility for integration into existing self-service infrastructures.

Also important to know: We will provide you with a dedicated contact person for your digitalization project. He or she will be an expert in your industry and will support you from kick-off to roll-out and beyond. A service line is also available to answer any questions. It addresses every ticket within two hours of receipt.

As you can see: With innovative technologies, designs and services, we will accompany you as competent partners along your entire digitalization journey.

We are Pyramid: Agile. Creative. Reliable.

ABOUT THE AUTHOR

Dr. Christian Hartmeier


Dr. Christian Hartmeier is content creator for AKHET® (industrial PCs and servers), faytech® (touch screen PCs and touch screen monitors) and POLYTOUCH® (self-service terminals and paging and locating systems).





01. RETAIL AND THE DIGITAL TRANSFORMATION

Making waves at the POI and POS



With an annual sales volume of over 600 billion Euro, the retail sector is one of the most important economic drivers in Germany.

Digitalization is gaining in importance in almost all segments of the retail industry. Consumers are much more open to self-service technologies than they were a few years ago. Acceptance of terminals is here, and with it the realization that digital solutions help to make shopping faster, more exciting, more informative, more convenient and – by reducing social contact – safer.

More and more retailers are turning to self-service technologies to maximize sales and minimize costs. Kiosk terminals help to optimize processes and free up staff. Precious staff resources can be deployed elsewhere to add more value: for shelf maintenance, decorating, or advising customers.

The EHI study “Technology Trends in Retail” showed that many retailers have recognized the advantages of self-service technologies: 30% of respondents cited the digitalization of the point of sale, the last point of contact customers have with the brand before leaving the store, as one of the most important developments in the next three years.

Digitalization creates a win-win situation for customers and retailers that is not limited to the point of sale.

Self-service technologies are also available for upstream touchpoints, benefiting consumers and retailers alike: virtual shelves, magic mirrors, digital product consultants, wayfinding systems.

For customers, these point-of-interest technologies are a service that enhances their shopping experience; for retailers, they are an opportunity to increase sales through cross-selling and upselling.

Retailers who are active in brick-and-mortar and online stores, and who have linked both sales channels seamlessly using unified commerce, can use the tracking data generated by a customer’s visit in the online store for individual advice and advertising at the in-store terminal. This allows them to display precisely tailored marketing messages on the kiosk where the customer is logged in.

On the next pages, we will take you on an exciting journey to some segments of the retail industry and the retail technologies that Pyramid provides for them. We will show you in detail which terminals are best suited to which use cases and where the advantages lie.

Read on! We hope you enjoy!

02. RETAIL AI ECOSYSTEM

Shelf monitoring & product availability

Fraud Detection & Prevention

Heat maps & customer movements



Our retail AI system is revolutionizing the use of camera-based AI in retail. The solution is consistently designed for cost-effective scalability and guarantees inconspicuous integration into any store concept.

No more visible cameras and complex ceiling installations! We have integrated all cameras into the lighting elements. This makes them part of the infrastructure: invisible to customers, but a powerful tool for retailers to collect and evaluate data with the help of AI.

Depending on the size of the retail space, the lighting camera modules can be connected to rails with a maximum length of 10 meters. Each rail is powered by a single power supply unit and data interface. This drastically reduces

installation costs, hardware complexity, and total cost of ownership!

The camera angles can be easily adjusted on site, allowing the system to adapt flexibly to different store layouts, shelf concepts, and product placements.

Pyramid's retail AI solution is a fully integrated hardware ecosystem. From camera technology on the sales floor to AKHET® performance and AI servers in the back office, Pyramid provides the complete infrastructure for operating your AI software: reliable, secure, and scalable.

A unique feature of the system is its consistent local

INVISIBLE INTELLIGENCE

at the Point of Sale



data processing and storage. All image data is analyzed and evaluated directly on site. This ensures significantly faster evaluation speeds. There is no need to transfer data to the cloud or central servers. The result: real-time insights without latency, no dependence on external infrastructure, and uncompromising data protection.

Depending on the AI software used, several use cases are possible in parallel on the same hardware platform: continuous shelf monitoring and stock availability, fraud detection and theft prevention, as well as heat maps and anonymized analyses of customer movements. The result is a flexible, future-proof platform that adapts to the requirements of the retail sector.

With the Retail AI System, Pyramid Computer combines hardware, design, and AI infrastructure into a holistic ecosystem: discreet in appearance, powerful in function, and ready for widespread use in every segment of the retail industry.

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THE IMPULSE TO BUY!

More spectacular content is not possible...

03. DIGITAL SIGNAGE

PYRAMID DS 55

You keep hearing: „Selling is difficult!“ We'll prove you wrong: the SIGNAGESCREEN from Pyramid carries your marketing message to where it reaches customers the quickest: your store floor!

The screen diagonal of the SIGNAGESCREEN is a full 140 centimeters (55"). Nobody can get past this much digital advertising space. With videos and images, this display will present your products, campaigns, services and information in the best light.

Use dynamic content in portrait and landscape format to show what's interesting in your store and give passers-by the all-important impulse to enter!

The SIGNAGESCREEN brings your product videos, photos and special promotions to the people with a resolution of 4K (UHD, 3840 x 2160 pixels), a brightness of 700 cd/m² and a contrast ratio of 1200:1. These technical features ensure that absolute sharpness of detail as well as bright and rich colors make your visual content look particularly good.

This can also include avatars that interact with your customers or virtual walks behind the scenes of your store. Of course, you can also simply run popular videos on the SIGNAGESCREEN. With such content, you increase loyalty to your brand and thus your customers' loyalty to your store!

The LED backlight has a service life of 50,000 hours. This corresponds to a durability of fully 6 years – in 24/7 continuous operation! This means you can be sure that the display will reward its purchase with a long return on investment.

Industrial quality and design are not a contradiction in terms! As with every Pyramid product, we have also given the SIGNAGESCREEN an attractive and modern appearance. The narrow aluminum frame, only 6mm or 0.25", contributes significantly to its sleek look.

04. HOME IMPROVEMENT AND HOME FURNISHING STORES

Wait Management with

Pyramid PLS + POLYTOUCH® PASSPORT 32

Waiting can't always be avoided, but queuing can! With Pyramid's Paging & Location System (PLS), you can automate the processes in your furniture store or home improvement center with paging and real-time localization, providing your customers with a modern and convenient service experience.

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The PLS gives your customers the opportunity to spend their waiting time as they see fit, without the hassle of standing in line: getting coffee, exploring the store, or taking a break in the rest area until an order is ready or a member of the staff can help them. Pagers with Bluetooth technology handed out to your customers by staff or from the dispenser of a kiosk terminal make it possible!

How exactly does paging work? Let's say a customer wants to purchase curtains in a home furnishings store, and also wants to have them shortened to the right length. The employee gives the customer a pager after taking the order. The customer can spend their waiting time, for example, by inspecting the new sofas on display. When the new curtains are ready to be picked up, the customer receives an acoustic or visual signal from the pager. This is modern wait management with PLS PAGING! So what is real-time localization? Imagine a customer in your hardware store doesn't know which outdoor paint

is best for wood. She can book a consultation request on the POLYTOUCH® PASSPORT 32 terminal in the store, which dispenses a pager.

With the pager in her handbag, she takes a breather in the cafeteria. The PLS uses the pager to track the customer's position, which can be located by the next available consultant on their tablet. That's PLS LOCALIZATION!

Enter the world of greeting and waiting management with PAGING! As your business evolves or you expand your services, simply add LOCALIZATION to your system. PLS openness and flexibility make it possible. Start with paging and go to tracking if required.

Of course, it is also possible to start right away with LOCALIZATION! Please contact us. We will be happy to advise you.



Would you like to use the POLYTOUCH® FLEX21.5 or one of our other kiosk systems for PLS? The external puck dispenser makes it possible! It can be controlled by the POLYTOUCH® kiosk of your choice via the PLS infrastructure.

Scan QR code and watch the video





BROWSING WITH A PAGER!

This is how wait management works today.....

05. MINIATURE RETAIL

Self-Checkout

POLYTOUCH® FLEX21.5 + FLEX21.5 lite

The POLYTOUCH® FLEX is Pyramid's tailor-made solution for any store where the efficient use of space becomes a challenge because every square inch counts.

Due to its compact design, the FLEX fits in anywhere: in the tea or candy store, the fashion boutique, or in stationery stores. The small FLEX will make self-checkout a big hit with your customers.

The almost frameless and super-slim touch display in portrait format gives the FLEX the look and feel of a tablet. This creates a familiar usability for customers, making self-checkout inviting. Incidentally, the FLEX received the prestigious European Product Design Award in 2020 for its pioneering design.

Despite its compact dimensions, the FLEX is a full-fledged kiosk. Its stainless steel chassis makes the FLEX so robust that it can easily cope with brash customers. In the countertop version, the FLEX can be placed on the sales counter. Stand and wall mounting are also possible, of course.

The standard version of the Flex includes a module for cashless payment. If desired, this can be supplemented with a component for accepting and returning banknotes and coins. This accommodates customers who still like

to pay for small purchases with cash. Other peripheral modules can be added and upgraded flexibly. The FLEX name says it all!

The FLEX lite is specifically designed for retailers who, due to very limited space, need a kiosk with minimal space requirements. The FLEX lite is the FLEX's little brother: a kiosk slimmed down to the absolute minimum. It is designed for no-frills self-checkout and includes everything you need: touch display, payment module and barcode scanner.

And what about a printer? Doesn't the FLEX lite print out a receipt? Yes it does: on the screen as a QR code! Customers can scan it with their cell phone – and that's their receipt in electronic form.

That much Flex lite technology may not fit in a vest pocket, but it does fit in the smallest salesroom.

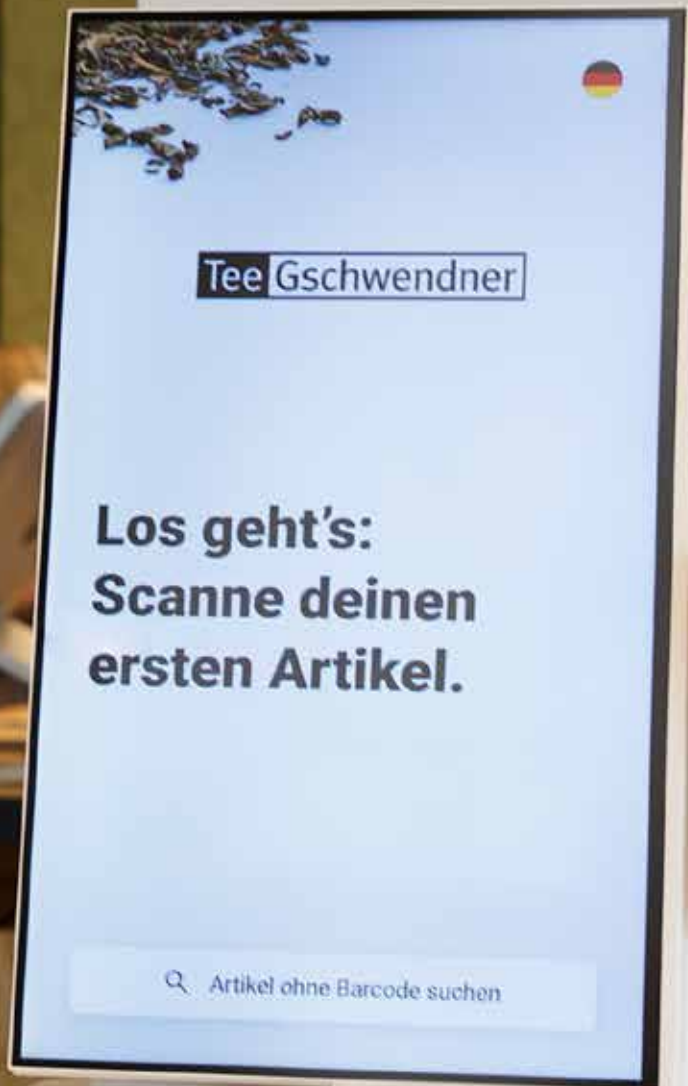
FLEX and FLEX lite are kiosk systems for the smart retailer, because their top-quality technical and visual design really provide competitive advantages and strengthen your brand.

TeeGschwendner... The FLEX in the tea store.



BE FLEXIBLE!

With great technology for small spaces...



06. DRUGSTORES

Self-Checkout with

POLYTOUCH® pSyCO



SELSERVIC

Drugstores are one-stop shops. Their product range is so broad that customer are rarely unable to find everything they need. They meet the requirements of families large and small: skin care and hygiene products, food, medicine, first-aid items, pet food... everything goes into the shopping cart. The number of items the self-checkout system has to process is correspondingly high.

The pSyCO is a classic countertop terminal, but since we place a high value on flexibility in our kiosk technology, the pSyCO can also be combined with a body of your choice to create a freestanding self-checkout station. You determine the use case, we provide you with the appropriate hardware combination!

The pSyCO SCO platform uses an Intel®-based POS system that runs Windows applications with ease. It also powers the peripheral modules, eliminating the need for additional power supplies—except for the payment terminal. Its wide range of interfaces provides the POS with comprehensive connectivity to the retailer's infrastructure.

CO



The standard components included with the pSyCO are of the highest quality. The scanner, for example, is by Datalogic, for both the countertop and cash desk format, and impresses with excellent recognition rates, even with high throughput and short, damaged or badly printed barcodes.

The standalone version of pSyCO has the scanner integrated into the work surface. This allows customers to slip into the role of the cashier, whose actions they know from their own experience. Self-checkout can be that easy!

Modularity is the POLYTOUCH® trump card, so the pSyCO has a VESA mount that accommodates almost any POS system with a screen diagonal from 15.6" to 23.8". You can also choose from several manufacturers for the scanner, printer and payment module systems. This clever technological concept guarantees the simple and therefore cost-efficient upgrading of peripheral modules, should the need arise.

Do you need a state-certified printer or want to enable self-checkout for age-restricted items? All this is easily possible with pSyCO. The key features here are: fiscal printer and age verification through the integration of a camera in conjunction with the appropriate software. Customer ID documents are not required!

The following modules and accessories are available for the standalone version to optimally adapt to your use case: audio & navigation keypad for accessibility, coupon scanner and coupon box, cash management, bag holder, shelf systems, and much more. You also have a lot of choices when it comes to the checkout counter material: real wood or stainless steel, painted or natural.

pSyCO is a brilliant solution for every use case. However, it really comes into its own when facing large orders: even when items are scanned as quickly as possible, it won't break a sweat!

COUNTERTOP OR CHECKOUT TABLE?

Both are possible! Your decision...

07. DRUGSTORES

Information & Cross- and Upselling with

POLYTOUCH® CURVE 32

In drugstores, digitalization is not only taking place at the self-checkout at the point of sale. Self-service technologies are also becoming increasingly important at the point of interest.

As an information terminal, the POLYTOUCH® CURVE 32 attracts your customers' attention with interactive content on its large-format display. It notifies customers of special offers, indicates the availability of products and their location, and advises allergy sufferers on ingredients. Further information, e.g., as interactive slideshows or videos, is always just a touch away.

The advantages compared to analog advertising or informational media are obvious: the CURVE's digital messages can be updated in the blink of an eye, allowing you to react quickly to changing situations.

One use case is not enough for you? Then upgrade! There is plenty of space between the curved columns for peripherals that will turn the CURVE into a cross-seller and up-seller. As a virtual product shelf, the CURVE expands your core range of products with attractive articles and services. By retaining regular customers and attracting new target groups, the CURVE also increases in-store traffic in your drugstore.

With a SIM card dispensing module, the CURVE offers a fully autonomous onboarding process for anyone who

wants to obtain a prepaid card or top up their prepaid credit. One of the CURVE's special innovations is instant biometric authentication when purchasing a SIM card. The new procedure eliminates the need to go to the post office or make a video call to a legitimization office. The combined authentication procedures between camera and scanner automate the entire process, making it much simpler.

If it has a printer module, the CURVE in your drugstore can even sell tickets for regional events, as well as personalized gift and voucher cards (apps, games, shopping, music) – all without standing in line.

Of course, this POLYTOUCH® kiosk is also an eye-catcher, like the others: the streamlined design of the CURVE is unique! The elegance of the design is enhanced by invisible wiring running through the right column.

ONE FOR ALL!

Increase foot traffic in your store.....



07. PHARMACIES

Self-Checkout with

POLYTOUCH® PASSPORT 32



Did you know? Self-checkout is also for pharmacies! And not just since yesterday...

Every day, about 19,000 public pharmacies take care of 3.3 million patients in Germany. One of the main tasks of pharmacy staff is to inform patients about the effects of medications and medicinal products. Their core business also includes the preparation of custom prescriptions, dispensing health aids, and delivering prescriptions to customers who are homebound.

There is often little time for these important tasks, sometimes because staff is short-handed or because there are many patients waiting in line. As the line gets longer, patients become impatient ... the pressure on staff increases... But it doesn't have to be like this! Let your staff have more time for the essentials and decrease the waiting time for your patients. How?

Introduce a self-checkout for the non-prescription products on sale in pharmacies! This means that your customers can simply take whatever teas, first aid items, nutrition products and supplements, cosmetics and skin care products they want to purchase from the shelf or display and pay for them at the kiosk terminal. They'll be able to leave the pharmacy without interacting with pharmacy staff.

Since your staff will spend less time cashing out customers, they get more time to attend to the patients who need their expert help. And that means waiting times are significantly reduced for those who really need advice.

The solution for your pharmacies? The elegant POLYTOUCH® PASSPORT 32! Even in the standalone version, it is completely cable-free, as the stand contains a channel for the power and data supply cables. In the double display model, the PASSPORT takes care of two customers at the same time, thus reducing waiting times during busy periods. What's more, there's plenty of space on the large 32" full-HD display to recommend products that will complement your patients' purchases.

Expanding or upgrading the PASSPORT with peripheral modules is completely straightforward. There is plenty of space inside the console (belly) and in the frame. This means maximum flexibility and high cost efficiency when adapting to new challenges.

Scan QR code and
watch the video





Welcome



TIME FOR ESSENTIALS!

Concentrate on your core business...

08. REFERENCES

Sofology



Sofology Limited, the UK's largest sofa retailer with over 1,000 employees and 40 stores, is offering its customers intelligent self-service technology from Pyramid Computer. Every Sofology product is available in numerous color and model variations. Some items are available in 30 versions, which means Sofology cannot stock them all in-store.

In order to make the depth of their product range tangible in their retail stores, Sofology opted for a kiosk solution from Pyramid: the POLYTOUCH® WAVE was selected. Functioning like an endless aisle, the WAVE virtually enlarges the stores by displaying Sofology's complete product range on its 32" screen.

In addition, Sofology's customers can obtain detailed information about the sofas on site at the terminal. They can conveniently call up the desired data on the display by touch. Its small space requirements almost always allow the terminal to be positioned in the immediate vicinity of a piece of furniture on display – exactly the solution Sofology was looking for.

"When I saw the WAVE, I immediately fell in love with the kiosk's futuristic design. In discussions with the POLYTOUCH® team, I quickly realized that this was exactly the kiosk I wanted for Sofology. The complete package of looks, technology and service is right here," said Jonathan Cleaver, CTO of Sofology Limited.



From searching for the item you want to suggesting products based on previous purchases, the possibilities for interactive digital displays are virtually endless.

We created an all-in-one interactive multi-touch kiosk system, the Polytouch® 32" CLASSIC, for the UK's leading retailer, which operates more than 700 stores in their home country and more than 350 in the rest of the world.

The POLYTOUCH® CLASSIC 32 enables customers to call up product information online in the store, and to browse the online store for items. This means that the entire M&S product portfolio is brought into the store. Customers can also pay at the terminal and take their purchases with them, or they can have them delivered to their homes.

The successor to the CLASSIC is already in the starting blocks, its name is NEO.





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Interactive self-service kiosks, info terminals,
paging and real-time locating systems.



