



Evolution Robotics Retail, Inc.

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Product Description:

In retail outlets where customers rely on shopping carts, cashiers can miss items in the bottom of the cart during the checkout process, either accidentally or intentionally. The result can be a substantial revenue loss for retailers. Missing only \$10 per lane each day of unpaid bottom-of-the-basket (BOB) items represents a \$30,000 to \$50,000 annual loss for a typical store.

Data from the 2008 Supermarket Security and Loss Prevention Survey produced by the Food Marketing Institute, indicates that employee front-end theft accounts for 50% of total in-store shrink. Additionally, an independent mystery shopping study spanning nearly 500 stores and 25 chains demonstrated that when shoppers attempted to leave a store without paying for BOB items, they were successful 62% of the time.

With LaneHawk from Evolution Robotics Retail, retailers can recover that revenue. LaneHawk is a loss prevention solution that helps retailers turn BOB losses into profits. LaneHawk identifies items, sends their UPC codes to the POS, and includes those items as part of the transaction. It's that simple to make sure that revenue is captured for the items that pass through the checkout lane under the cart.

LaneHawk is based on patented vision technology used in some of today's most sophisticated robotics applications. This technology enables LaneHawk to virtually eliminate false positives — LaneHawk only identifies and sends BOB items to the POS that

the retailer specifically chooses. LaneHawk consists of an Intelligent Lighting and Camera Unit (iLCU), Ethernet cable, and mounting hardware for each lane. LaneHawk has been ruggedly designed to work in the demanding retail checkout environment. The components mount on the inside of the lane so they do not interrupt customer throughput. A LaneHawk back-office server processes grocery item images and is integrated with the store's POS controller.

Implementing LaneHawk is easy. It can integrate with any POS system that has an available bar code scanner input. LaneHawk has adaptors for major POS systems such as IBM ACE and SA, NCR ACS, and Retailix Storeline and Storenext. LaneHawk requires little time to install, and is unobtrusive to customers. Another key feature of LaneHawk is its Enterprise Manager. The Enterprise Manager keeps track of LaneHawk lane status, software updates, and most importantly, generates reports to detail cashier performance.

And, because LaneHawk is integrated with the POS, it can ring up BOB items automatically. The result? Improved cashier accountability, increased checkout lane productivity, and reduced inventory shrink. Best of all, LaneHawk provides a great ROI for your business with a payback period of less than a year.

LaneHawk — prevent loss and increase profits by automatically ringing up under-the-cart items.



Company Overview:

Evolution Robotics Retail, Inc., is a supplier of vision-based systems for retail. The company is a renowned leader in the area of computer vision and optical systems. The technology behind LaneHawk is the patent-pending visual pattern recognition (ViPR®) technology, which can be found in many of today's most sophisticated robots and robotic applications.