Optimize In Store Customer Experience through Behavioral Data

Chris Turner
Chief Executive Officer

iViu Technologies
www.iviutech.com

Contact:
Chris Turner
949 536-8441
cturner@iviutech.com

Interview conducted by:
Lynn Fosse, Senior Editor
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> "Our combined solution will give retailers the ability to optimize in store customer experience through empirical behavioral data."- Chris Turner

CEOCFO: *Mr. Turner, would you tell us about iViu Technologies?*
Mr. Turner: iViu's has a platform that detects and collects anonymous data through patented Wi-Fi sensors called iDTags and 3rd party Wi-Fi access points. That data is then transferred to a secure repository, hashed and encrypted. The platform then gathers and processes the data in our repository, producing precise Wi-Fi device positions, as well as aggregates and summarizes the data. The processed data is then distributed to our partners in either a real-time or interval data feed.

CEOCFO: *How can you just pick up peoples data?*
Mr. Turner: Smart phones continually transmit signals to detect and connect to available networks. Our sensors listen to the signals sent by those phones, as well as the signal strengths. By listening to the signals from multiple locations in the store, we apply our advanced algorithms to determine where the pinging device is located.

CEOCFO: *How do you do the collection?*
Mr. Turner: As mentioned, our advanced algorithms use signal strength and other parameters to accurately detect the presence and location of all active Wi-Fi devices. Additional filtering algorithms are used for cleaning out static and staff devices and to correct any deviations and errors in the observations.

CEOCFO: *In what type of environments are you doing this?*
Mr. Turner: With our platform it does not matter whether you are a freestanding store, a store in the mall, the actual mall, an airport, an outside venue or even a theme park. The sensors are listening to the signals no matter where they are. The more sensors you have in a venue, the greater the accuracy of positioning delivered. Lets take a mall for example, say we had sensors in all the strategic entrances and within the common space of the mall, we could tell you how many people are in the mall, how often they come back to the mall, and the average dwell time of the consumers. We can also tell you where they went first, how long they stayed and how many are new versus repeat visitors. We are providing the same traffic analysis that online stores benefit from.

CEOCFO: *What is the competitive landscape and why choose an iViu product?*
Mr. Turner: Our platform is a "behind the scenes" approach; we rely on our partners to market to the end customers. As far as I know, we are the only ones in the industry with this strategy. There are other companies that provide end-to-end solutions but the majority use our platform. We have multiple partnerships, including one of the largest solution providers of retail analytics technology in the world. We are installed in one of the largest malls in the world, ~~and~~ in some of the largest big-box retailers and in airports, as well as several multi-store retailers. iViu's platform is really not a product that a consumer or a retailer would know because we come under the brand of our partners. The reason our partners have