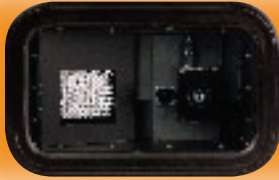


Eliminating Bottom-of-the-Basket Losses



An independent shopping study involving 500 stores reported that when shoppers attempted to leave a store without paying for BOB items, they succeeded 62 percent of the time. Evolution Robotics Retail's LaneHawk reduced BOB losses by 80 to 90 percent.

In retail outlets where customers rely on shopping carts, cashiers can miss items on the bottom of the cart, either accidentally or intentionally. The result can be a substantial revenue loss for retailers. After observing over one-million transactions, we determined that grocery stores are losing about \$10 per lane per day of unpaid bottom-of-the-basket (BOB) items, which represents a \$35,000 to \$50,000 annual loss for a typical store. With the LaneHawk Visual Scanner by Evolution Robotics Retail, retailers can now recover that lost revenue.

The LaneHawk Visual Scanner identifies items, sends their respective 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 millions of commercial and consumer devices today. Our

A typical lane processes 2,500 items per day, which is about \$10,000 in revenue per day. One lane may lose only two to three items per day, but when that lane makes only \$100 profit per day, finding those items can improve profitability by up to 10 percent. Retailers using LaneHawk cut their losses to between \$1.00 and \$1.50 per lane per day. If a store does \$50 million in annual revenue with approximately \$500,000 net profit, LaneHawk can increase those profits to \$535,000 to \$550,000.

technology enables LaneHawk to virtually eliminate false positives, which means LaneHawk only identifies and sends BOB items to the POS that the retailer specifically chooses.

Implementing LaneHawk is easy. It can integrate with any POS system, requires little time to install, and is unobtrusive to customers. And, because LaneHawk is integrated with the POS, it can ring up BOB items automatically.



Sample Cashier POS Screen Showing LaneHawk Item Recognition

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 a year or less.

For a demonstration or purchasing information, please contact Evolution Robotics Retail, 130 W. Union Street, Pasadena, CA 91103 at 626-229-3197 or sales@evoretail.com. ■