

Technology-based Innovation

RETAIL APOCALYPSE

STARTING IN 2010 AND CONTINUING

- Over 12k stores closed in the last 2 years
- Rise e-commerce
- Low profits
- New customer habits
- Poor shopping experience
- Bankruptcy
 - Forever 21
 - Diesel USA
 - Sears
 - Toys“R”Us



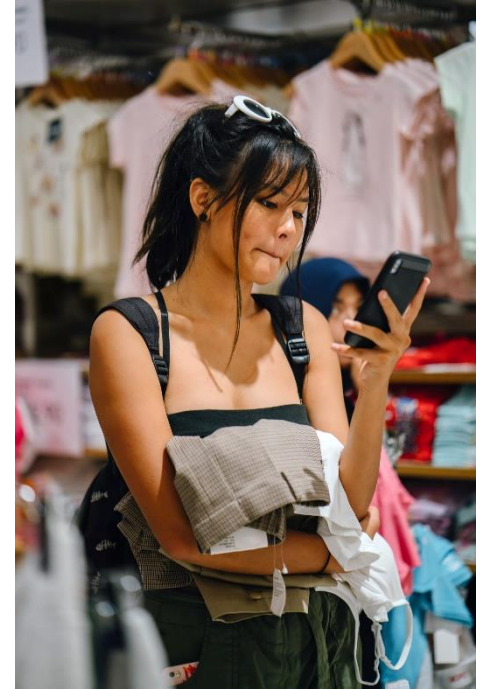
REASONS

CUSTOMERS

- Don't like wasting their time:
 - Out of stock
 - Queues (Fitting rooms | Payment)
- Like experiences:
 - Personal shopper | micro marketing
 - Buying fast (Invisible payment | Fast delivery)

RETAILERS

- Didn't listen to the market
- Didn't reach new customer generations



THE STORE OF THE FUTURE / NEW RETAIL

ALL THE BEST FROM THE ONLINE

- Finding products easily
- Lookbooks | Inspirations
- Recommendations
- New interactions
- Queues (Fitting rooms | Payment)

... AND THE PHYSICAL TOGETHER

- Unique profile
- Personal shopper
- Booking fitting rooms
- Invisible payment & delivery



JOGOROOM / FUNCTIONALITIES

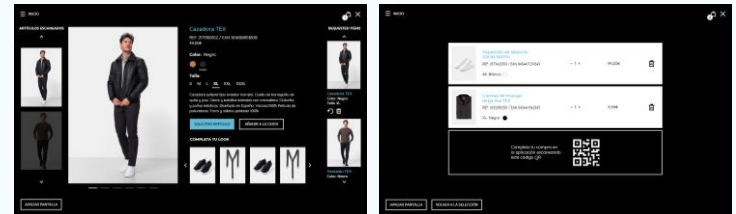
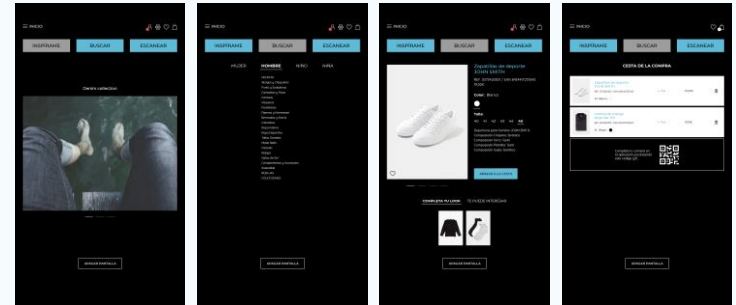
New retail solution for fashion retailers based on digital mirrors that brings all the advantages of the ecommerce to the physical store.

KIOSK

- Get inspired by navigating through the collections.
- Find what you are looking for easily by filtering categories.
- Scan items to check available sizes, colors and recommendations.
- Add items to your wishlist or cart.
- Pay without queues. Take the item with you or receive it at home.

FITTING ROOM

- Request sizes, colors and recommendations from the fitting room. Shop assistants will bring them to you.
- Log in to complete the purchase started online.
- Pay without queues. Take the item with you or receive it at home.



JOGOROOM / DIGITAL MIRROR

DIGITAL MIRROR

The main element of JogoRoom. A touch mirror equipped with a display and a barcode reader or/and RFID antenna that allows you to display digital content and interact with it.

MODELS

- 32" Landscape - Preferred choice for fitting rooms
- 55" Portrait - Preferred choice for kiosk
- 88" Portrait - Real size model

EASY INSTALLATION

The device is hung on the wall with a pair of Z-shaped anchors.

- **Power supply:** two power sockets.
- **Connectivity:** Internet connection via network cable (Ethernet).
- **Lighting:** for the correct operation of the digital mirror's barcode scanner the device location must have at least 800 lux.



MECHANICAL SPECIFICATION

Version	Dimension (mm)	Weight (kg)
32"	2.250 x 827 x 50	55
55"	2.250 x 827 x 50	70
88"	2.500 x 700 x 100	85

Note: digital mirrors can be customized

JOGOROOM / DEVICES

Besides digital mirrors, there are other complementary devices to adapt the “new retail” functionality to each store needs.

TOUCHSCREENS | TABLET

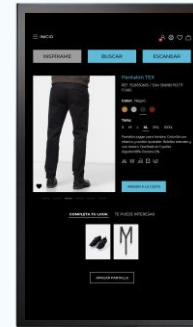
Devices equipped with barcode reader or/and RFID antenna. The same functionality that the digital mirror with a different look. A lot of possibilities.

SMARTWATCH | IPODS

Device that allows shop assistants to attend the request from the digital mirrors. There are several commercial models available.

CONTROL PANEL

Touch screen that gives the store total autonomy allowing adapting the solution to the needs of the moment: monitor the requested and attended items, activate or deactivate display mode on mirrors, control the number of items in each fitting room, manage video and advertising mode, etc.



JOGOROOM / ANALYTICS

JogoRoom collects all the interactions from both customers and shop assistants with the digital mirror and other solution's devices.

The solution provides a **Business Intelligence system to analyze this information** through dashboards with key business indicators that shows the customer behavior during their purchase process:

- **Kiosk:** session duration, navigation, lookbooks, categories, products, requests
- **Fitting room:** session duration, occupation rate, scanned items, requests
- **Shop assistant:** response time, attended requests
- **Products:** scanned items, recommendations
- **Activity:** full traceability, conversion rates



JOGOROOM / EASY INTEGRATION

JogoRoom has been designed to be...

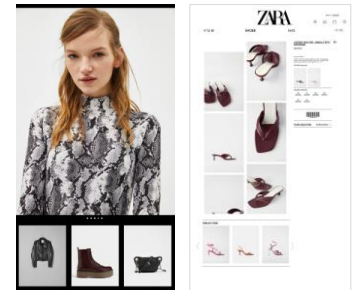
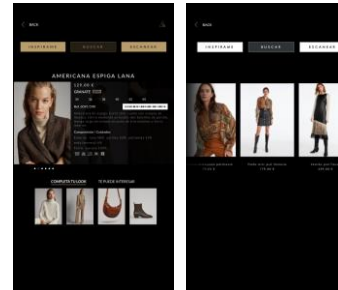
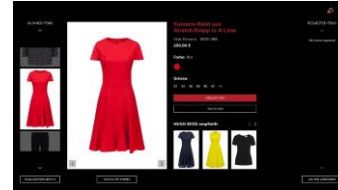
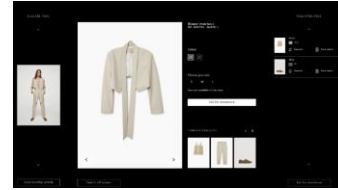
- Running in the store in less than a month
- Fully customized to the brand image
- Just need the catalogue and available stock

Considerations:

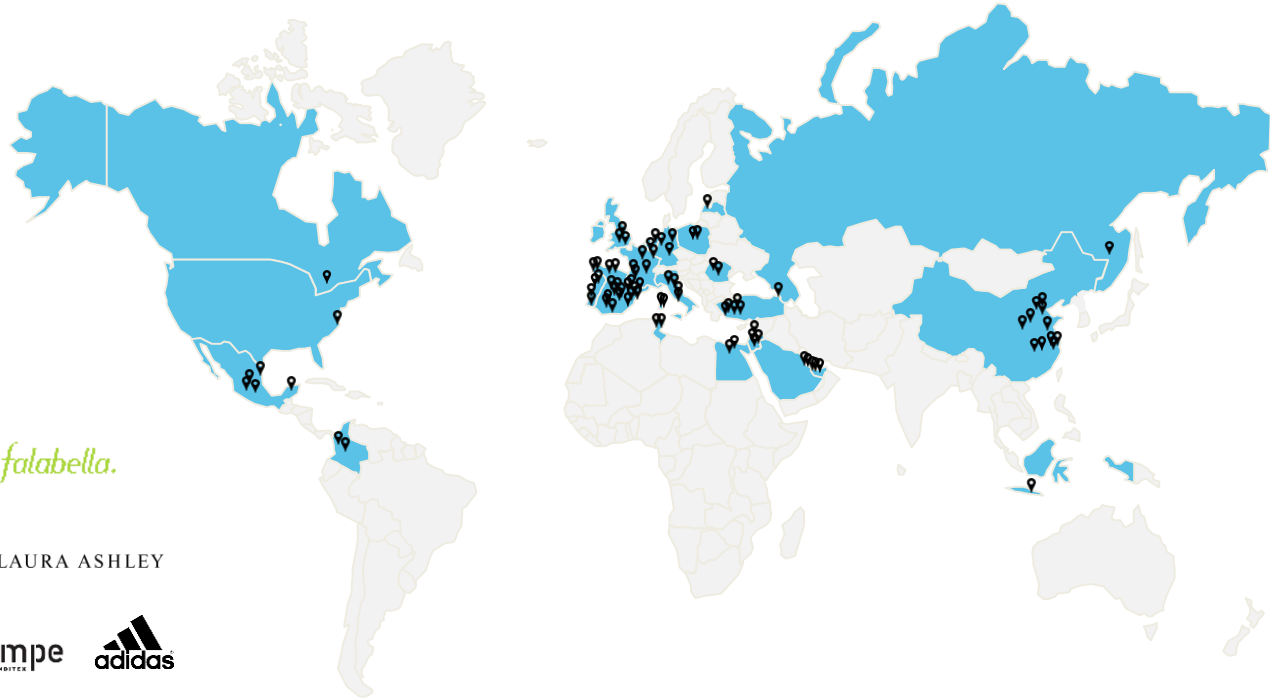
- Integrated with the available stock in each store
- Content is always generated by the brand

Implementation options:

- On Demand | On Premise
- Web Services (preferred option). Real time
- ETL with files. Periodic update



JOGOROOM / CLIENTS



ZARA MANGO *falabella.*

Massimo Dutti Bershka LAURA ASHLEY

ZARA HOME UTERQÜE **tempe** adidas

■ JogoRoom deployment. November 2019

WHAT'S NEXT?

CHALLENGES

Traditional store -> Transform their business

Digital Native Brand -> Create their physical store

SMARTER STORE | START FROM SCRATCH

- Ask to the mirror (accessibility)
- Talk to the mirror (natural language)
- Shazam for clothes
- Smart furniture
- Clothes rating | stars | best buy
- Real time promotions | discounts
- New experiences - Food & Drinks | Light & Music



JOGOTECH / ALLIANCES AND PARTNERS

SERVICES

- Grupo CMC – IT service provider
- Vodafone - IoT and global communications
- Trison – Hardware installation and maintenance
- Econocom - Financial services

PLATFORM AND INNOVATION

- Microsoft – Azure Cloud
- Oracle – Oracle Cloud
- SAP – SAP Commerce Cloud
- Visa - Mobile Payments
- Samsung - Samsung Pay

MANUFACTURERS

- Samsung | Dynascan – Professional displays
- Huawei - Smartwatches
- Tyco | Keonn | Nordic ID – RFID Devices
- Datalogic – Barcode scanner



CONTACT



+34 910 00 81 20



info@jogotech.com



www.jogotech.com