simpleShop: The App that captures your customers' habits **and** makes their shopping quicker and more convenient

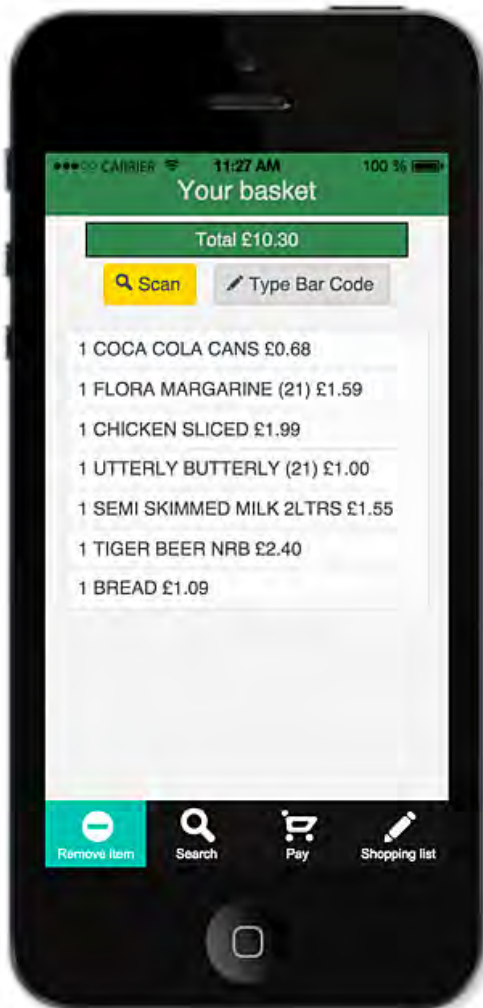### You'll love simpleShop because:

- ❖ It allows you to capture detailed analysis of your customers' shopping habits

- ❖ It saves you money on checkout hardware and maintenance

- ❖ You can employ fewer cashiers

- ❖ Reduced congestion around the checkout area

- ❖ Alerts customers to offers, improving take up

- ❖ No dedicated hardware to buy. **simpleShop** uses the customers' own Smartphones to scan their shopping.
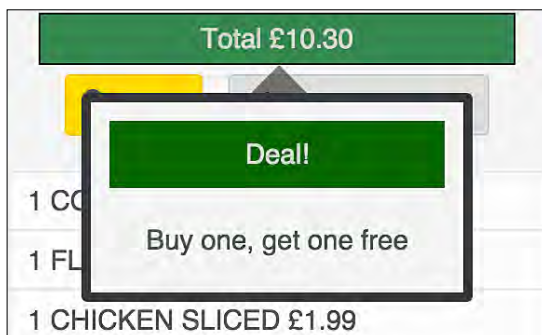
Your customers will love simpleShop because:

- ❖ It saves them queuing time

- ❖ It's less stressful because they can pack their basket as they shop

- ❖ They don't have to expose their shopping for the cashier and other customers to see

- ❖ It saves them money because it alerts them to special offers

- ❖ It shows them the cost of their basket as they shop, important if they are on a budget

- ❖ It's more convenient because they can enter their shopping list before they leave home or work and have the items automatically ticked off as they shop

About **simpleShop**

simpleShop displaying the customer's basket

simpleShop alerting the customer to a deal

simpleShop is a mobile phone app designed to make shopping easier for customers while at the same time enabling retailers to capture detailed information on customers' shopping habits. Many retailers are already employing customer self-scanning systems to achieve this objective, using intelligent hand-held units equipped with scanners.

simpleShop builds on this concept, but has some additional benefits that make self-scanning even more attractive and effective.

simpleShop is available as a native app for Android, Windows Phone and iOS devices, such as iPhone. It can also be used as a mobile web app by other devices, such as Blackberry.

Because **simpleShop** is a phone app, it can use the full capabilities of a modern smartphone, such as the camera for scanning barcodes, GPS to automatically recognise what store it is in, Wi-Fi to communicate with the store's backend systems and the full touch/ GUI interface of the phone for a rich and easy to use application.

INTEGRATION
simpleShop will only work if it is integrated into both your Head Office and local In Store back office systems. However, this requires no changes to the app itself. **simpleShop** communicates via REST services across any network to a simple interface running on an application server. Integration to any Head Office and Back Office only requires a handful of key functions to be connected through an interface to matching functionality in the retailer's back end systems. Examples would be to find a product from its EAN code, to return the EAN code and description of an array of products matching a search term, create a basket and add a line to a basket.

MULTI-LINGUAL
simpleShop has been translated into a number of languages. Please enquire whether your local language is supported. Translation help is always welcome.