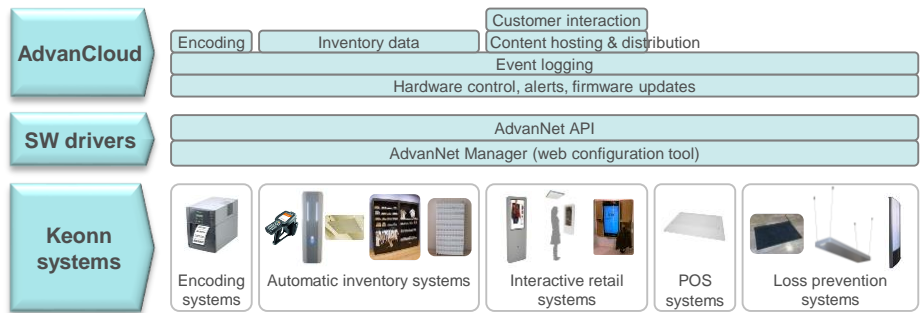


Product overview

AdvanCloud is a **cloud-based software platform** for remotely managing Keonn RFID systems:

- Encoding systems
 - Encoding stations: AdvanStation
 - RFID printers
- Automatic inventory systems
 - Handheld readers
 - Inventory robots: AdvanRobot
 - Overhead antenna systems: AdvanTrack
 - Smart shelves and smart displays: AdvanShelf, AdvanDisplay
- Interactive retail systems
 - Recommendation systems: AdvanLook
 - Interactive fitting rooms: AdvanFitting
 - Smart mirrors: AdvanMirror
- Loss prevention systems
 - Overhead: AdvanSafe
 - Floor: AdvanMat
 - Pedestals: AdvanGate
- Point of sales systems: AdvanPay



Benefits:

- Access to real time information of the detected RFID tags and events in any location, from anywhere and at any time
- Easy and efficient remote management of Keonn products
- Remote management of content and user interface of Keonn interactive retail systems
- High scalability and flexibility
- Integrated pricing, including software application, data hosting and technical support
- Reduction of deployment time
- Reduction of spending on technology infrastructure
- Reduction of operational and maintenance costs

Applications:

- Retail stores
- Libraries
- All applications using Keonn products

AdvanCloud servers



AdvanCloud GUI



Location1

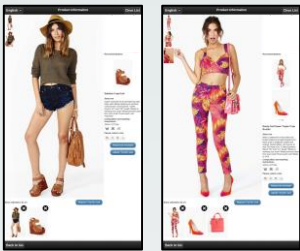
Location2

Location N



...





Main functionalities

All the **detected RFID tags** are recorded and stored in AdvanCloud in **real time**, and can be accessed from anywhere and at any time.

All the **interaction events** between the shopper and AdvanLook/AdvanFitting are also recorded and stored in AdvanCloud.

All the data stored in AdvanCloud can be easily exported or queried, in order to generate **reports**, apply **business intelligence** techniques, etc.

AdvanCloud also provides the **interactive user interface** for AdvanLook and AdvanFitting. This user interface can be easily customized for each retailer by using HTML5 and Javascript.

New **content** (images, videos, product descriptions, cross-selling rules, etc.) are easily uploaded to AdvanCloud. AdvanCloud automatically downloads the content to all AdvanLook/AdvanFitting units installed at retail stores.

Content import and **data export** can be executed remotely by means of **web services** that make the integration with other systems very easy.

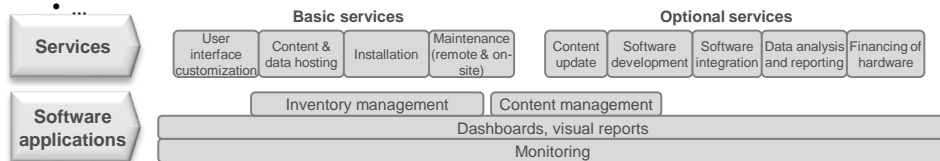
AdvanCloud also controls and manages the **tablets/PDAs** that store staff use to receive requests from shoppers and to answer these requests.

AdvanCloud user interface allows shoppers to interact with **social media** (Facebook, Twitter, Google+, etc.) within the store.

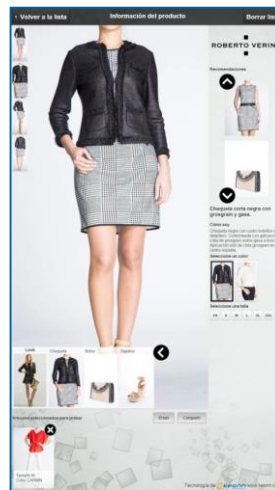
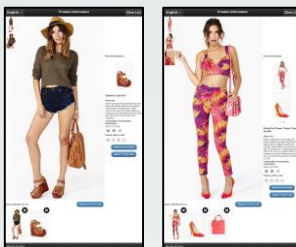
Benefits for Keonn partners

With AdvanCloud, **Keonn partners** can generate **new sources of revenue** by building **new software applications** for retailers and providing **new services** to retailers:

- Upload and update content
- Verify consistency of the uploaded content and detect any missing content
- Modify the user interface of AdvanLook and AdvanFitting
- Develop dashboards and reports
- Export interaction data in order to apply business intelligence techniques
- ...



Screenshots of AdvanCloud user interface (examples of templates)



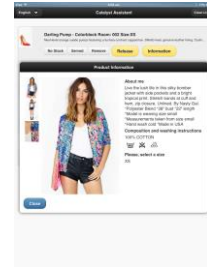
Screenshots of AdvanCloud administration console



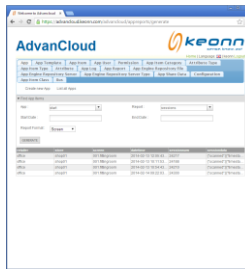
Management console



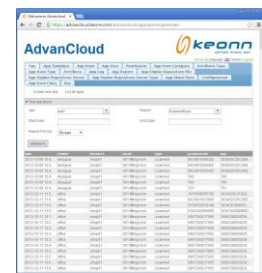
Employee PDA management



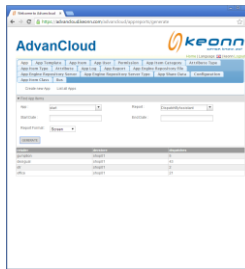
User sessions



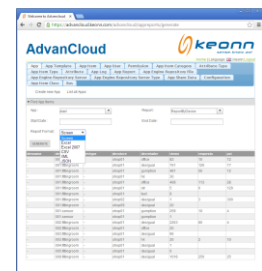
Read RFID tags



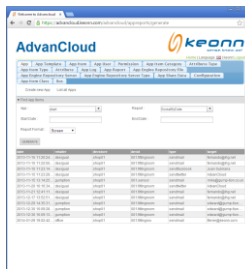
Store staff assistance



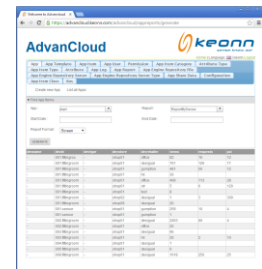
Data export



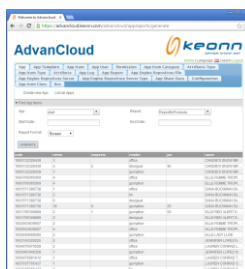
Report of interactions with social media



Report by device



Report by product



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