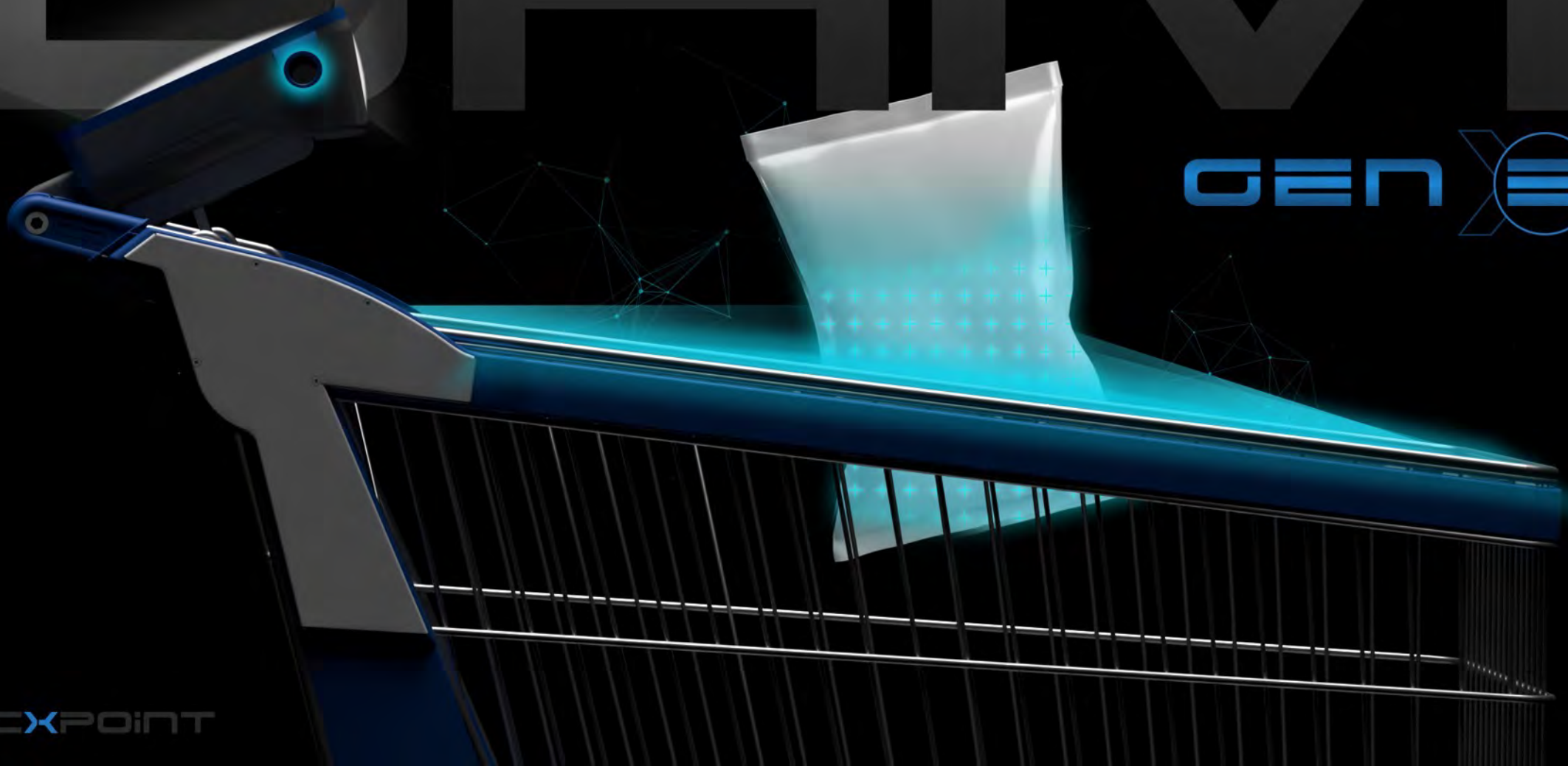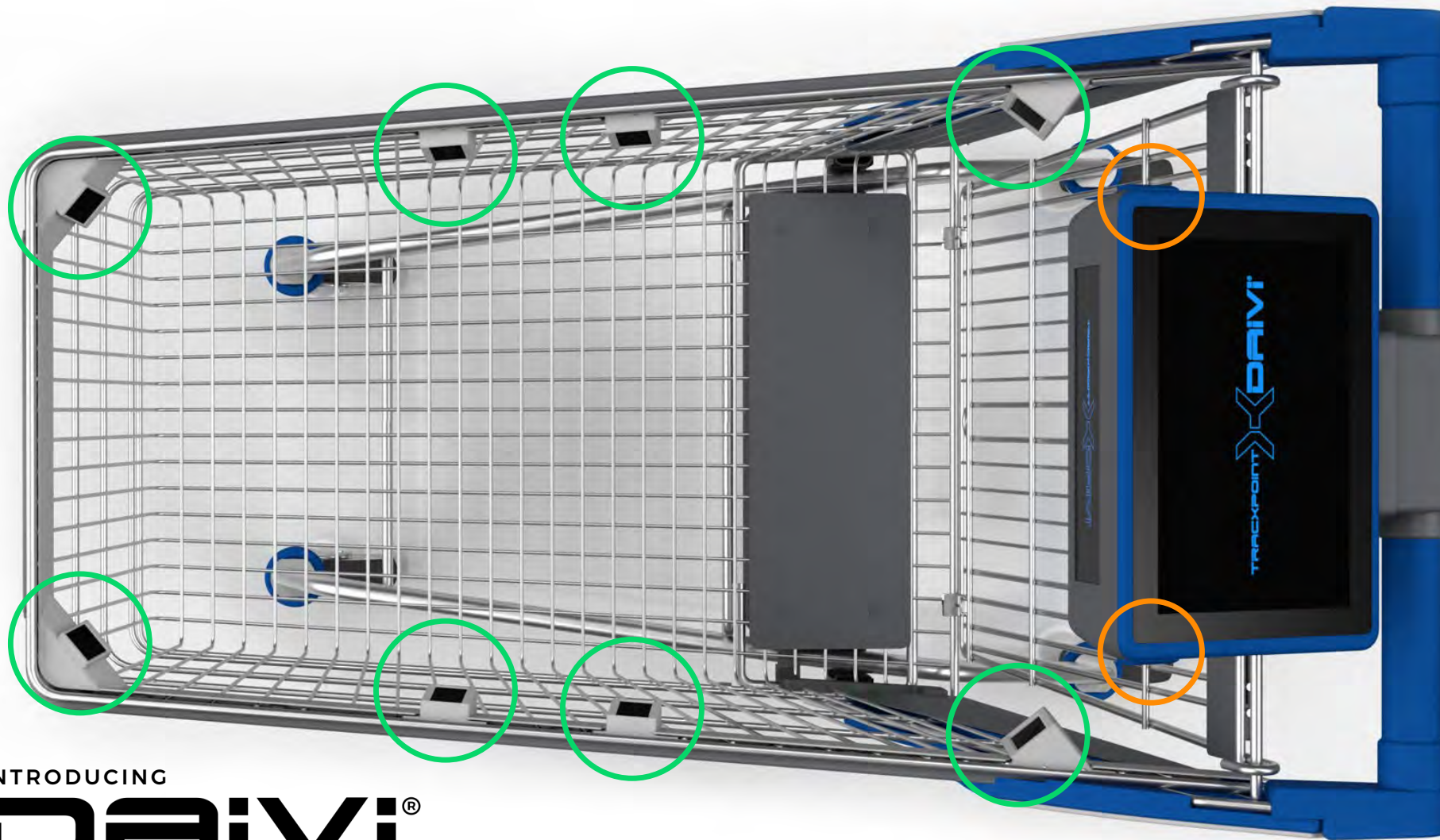# DAiVi®
GEN 3

TRACXPOINT

8
A·EYE® Basket Cameras

2
A·EYE® Shelf Cameras

0
Blind Spots

INTRODUCING
DAIVI®
TRACXPOINT
INTELLIGENT RETAIL SOLUTIONS

TRACXPOINT

VRG®

VIRTUAL RECOGNITION GRID

10-15cm
Extends Above Basket Opening

A·EYE® Cameras
High-speed Ultra HD Optics

99%
Accurate
Product Recognition

TRACXPOINT.COM

4

Wireless
Recharging

Automatic charging when returned to a CHECXiN® Kiosk.

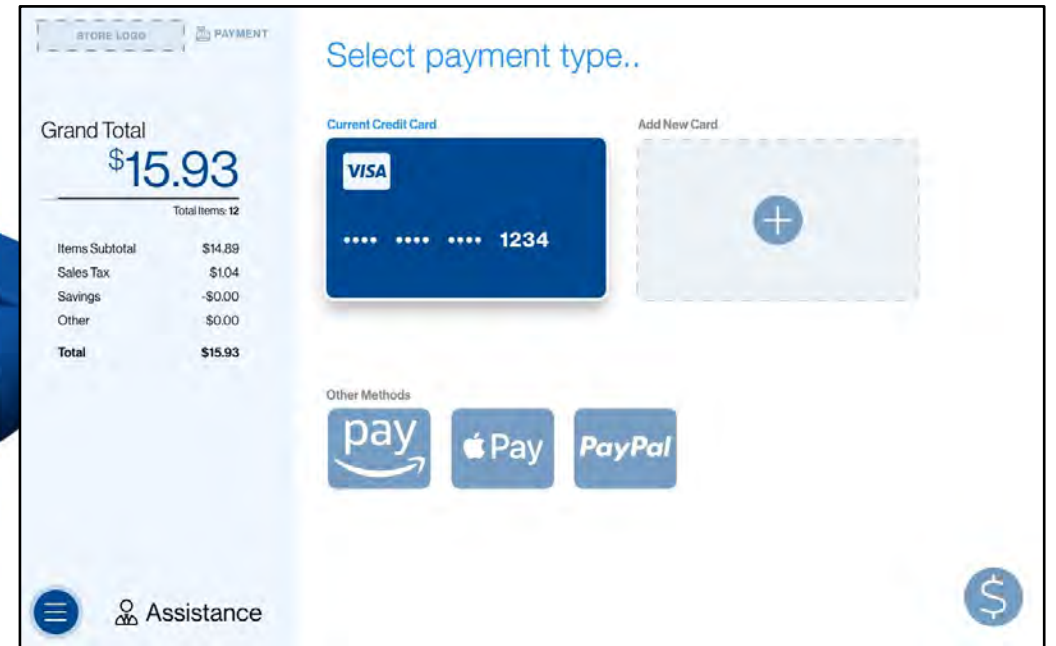## Hidden Conduction Touch-Points

Dual Displays

⬜ 12" Primary HD Display
SHOPPER-FACING

▭ 8" Secondary HD Display
BASKET-FACING

Updated GUI

DAiVi 12" Display & Secondary Display

- ✓ Product Advertisements
- ✓ Add/Remove Confirmation
- ✓ Insertion Tracking
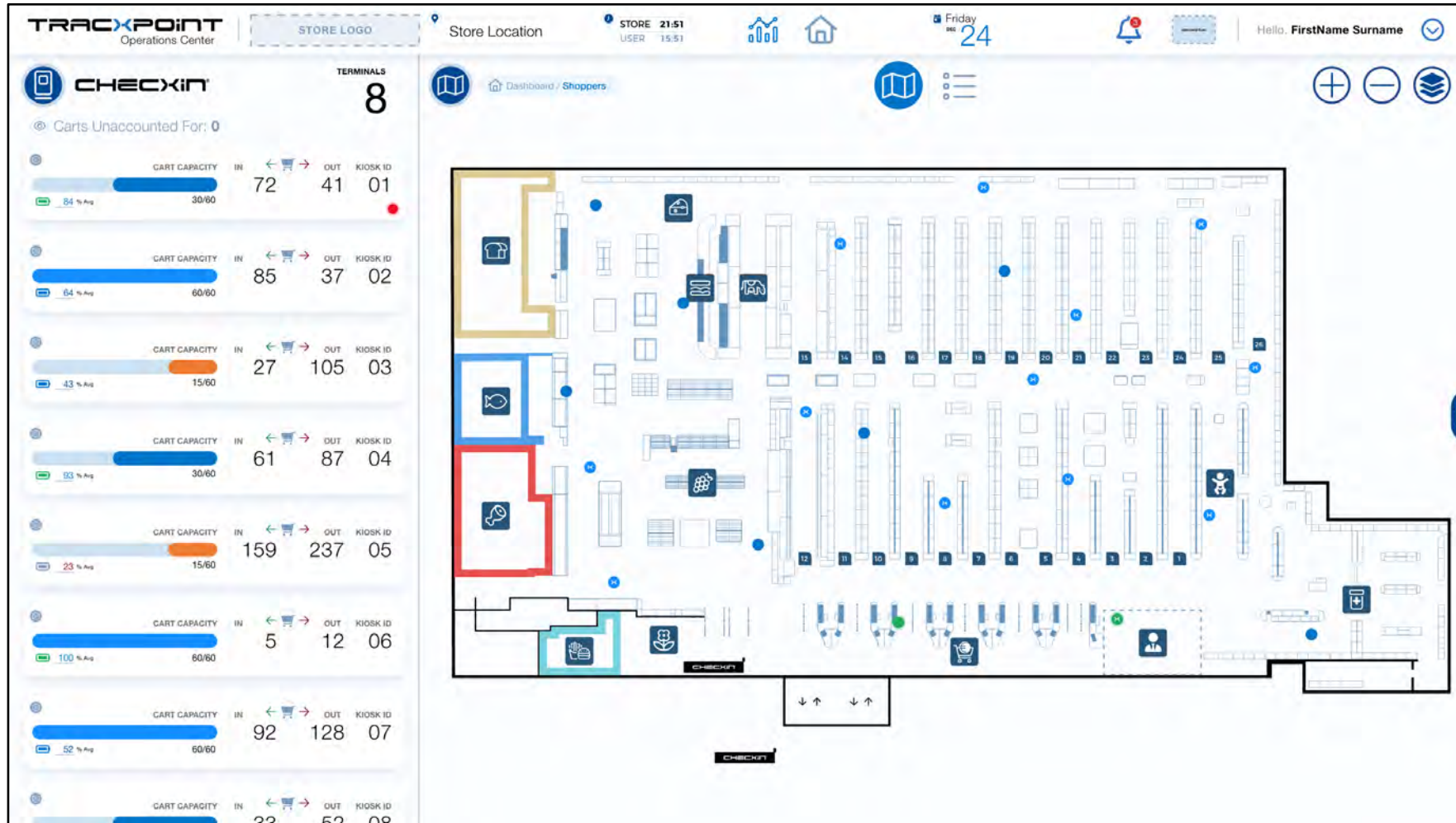- ✓ Notifications & more

DAIVi®
GEN 5

The world's first, and only, shopping companion that *Sees & Recognizes* products as well as the Human Eye.
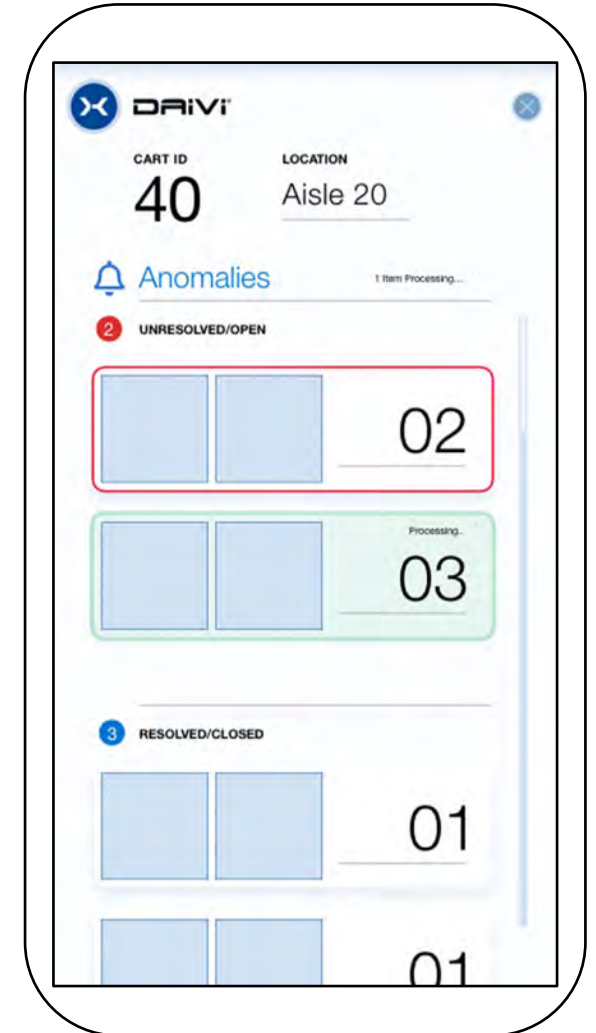
DEVELOPED EXCLUSIVELY BY
TRACXPOINT

Updated GUI

Admin Dashboard

Updated GUI
Admin Dashboard

Updated GUI
Admin Dashboard

DAIVI® GEN 5
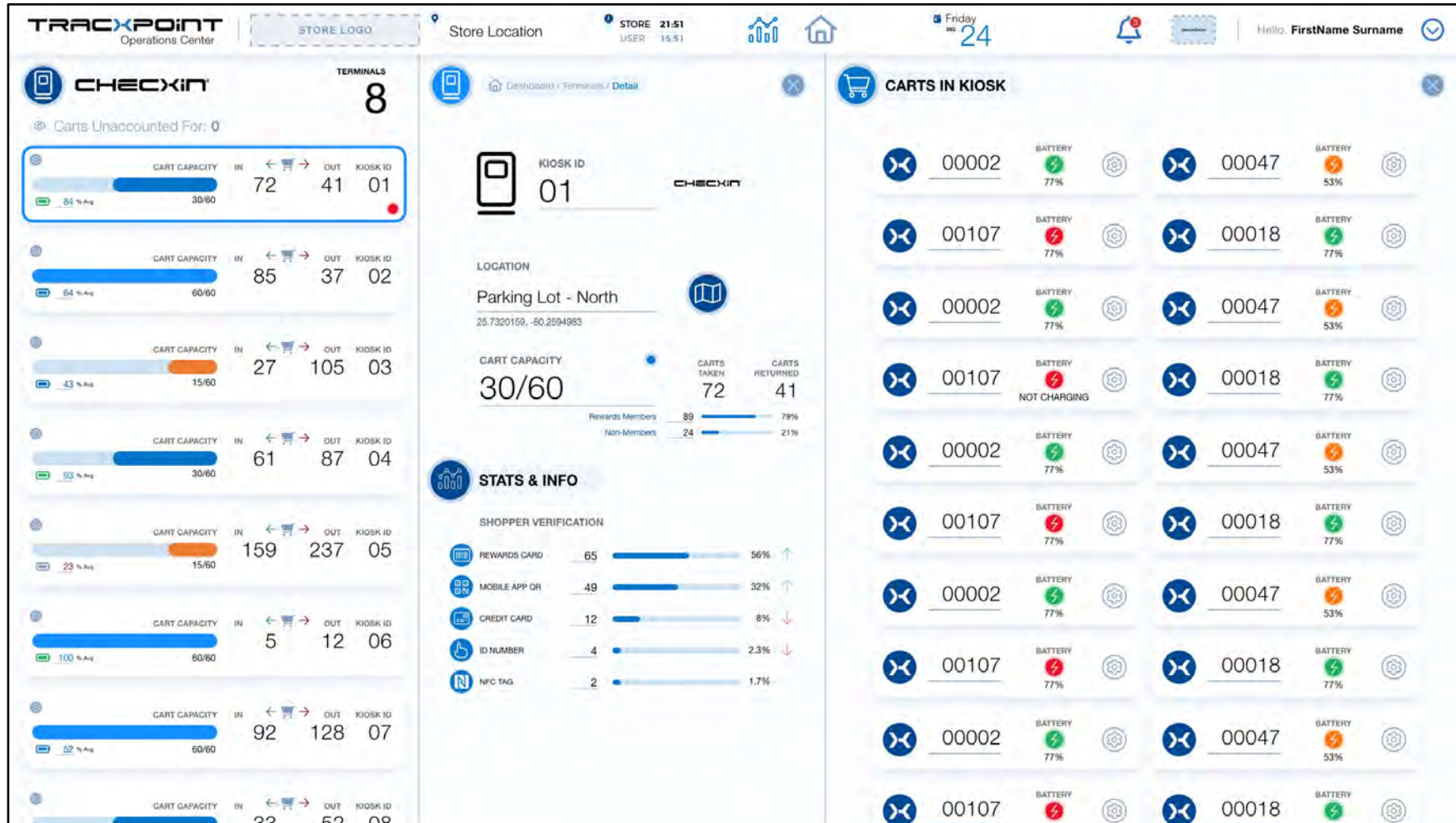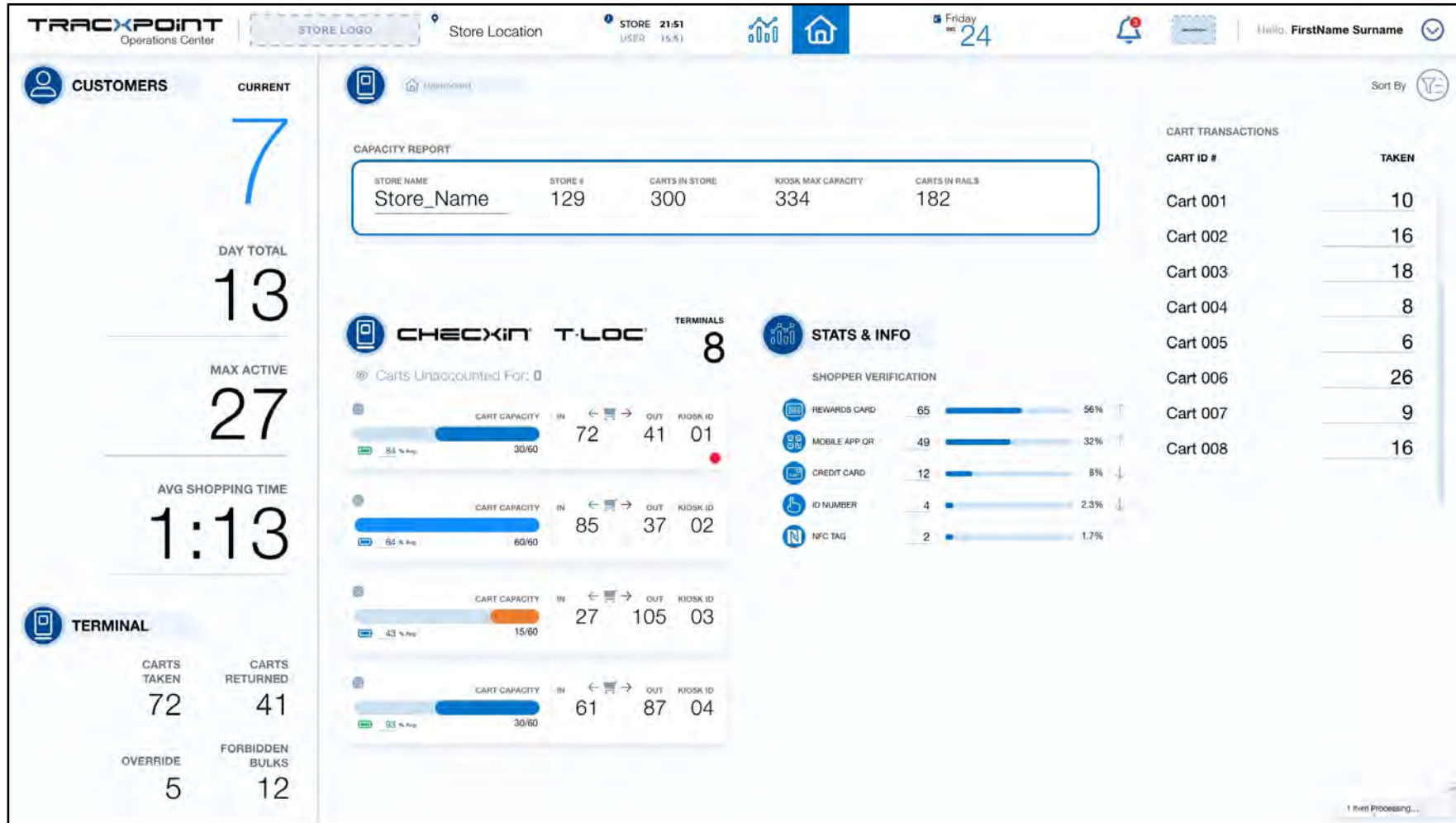
QUESTIONS?

DESIGN · DEMONSTRATION · GUI

CHECXIN®
+ DATA MINING®

Interactive & Personalized
Shopping Cart Management System

- ✓ **Advertising Engine**
- ✓ **Customer Habits & Behavior**
- ✓ **Personalized Coupons & Product Suggestions**
- ✓ **Store Layout Optimization**

DEVELOPED EXCLUSIVELY BY
TRACXPOINT

Example
Data

Basket Totals vs **# of Total Shoppers** in a store at the same time.

Conclusion:
Shoppers ***purchase more*** when they are not rushed, and the store is not over-crowded.
Time spent in the store is relatively the same.

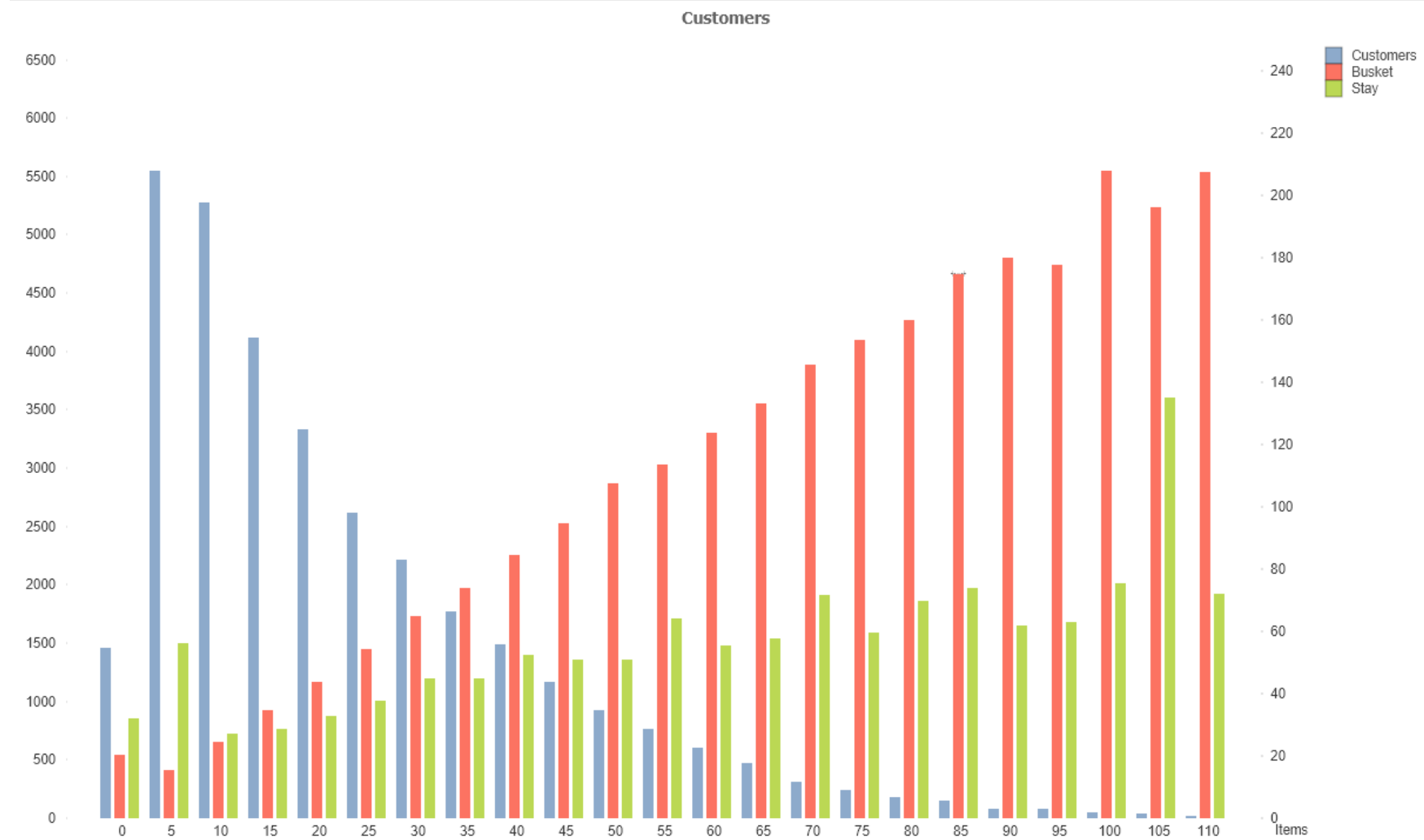Personalized & Location-Based Coupons
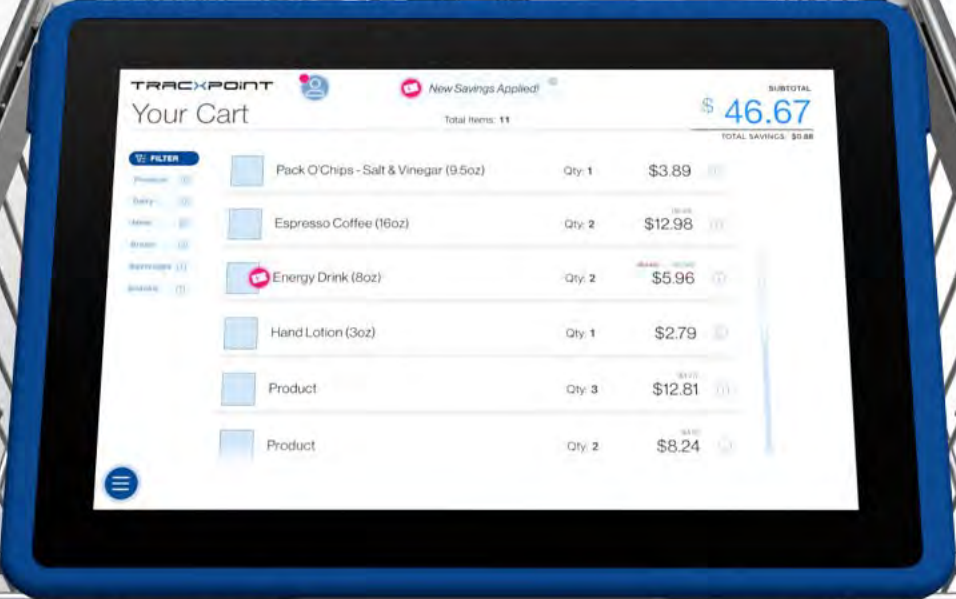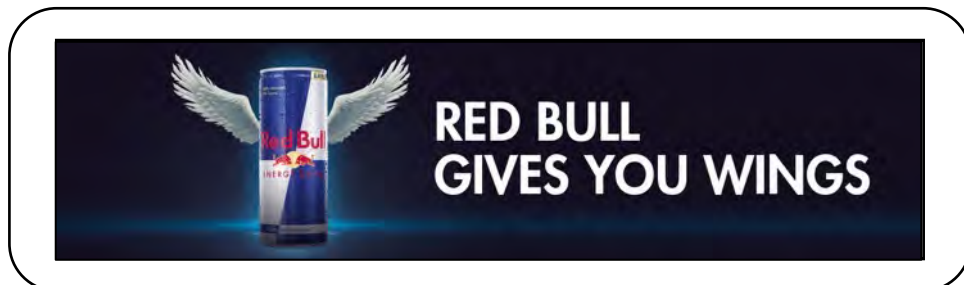
CHECXIN®

\+

DATA MINING®

QUESTIONS?

DATA • REVENUE • ADVERTISING

Shopic

Shopic provides a **barcode-based cart** with AI verification of the placed products.

The limited AI verification only compares the scanned product with the placed product to identify swapping events.

The system is based on two cameras which observe the cart's basket and products from a single point-of-view.

This is a significant limitation in cases of FOV obstruction (such as might be from large products or large bags).

Additionally, producing a full-AI system requires at least observing a front view of the product, which can't be achieved with the current camera configuration, unless the customer is fully cooperating. In regions where shrinkage is frequent, this is a significant limitation, encouraging fraudulent behavior from users.

2-CAMERAS

IDEAL RECOGNITION DISTANCE

PRODUCT MUST FACE CAMERAS

TROUBLE WITH RECOGNITION

UNABLE TO RECOGNIZE

DAIVI®
BY TRACXPOINT

Tracxpoint produces a Full-AI-Driven cart **based on AI Visual recognition**.

The 6-8 perimeter imaging modules **guarantees viewing** of the differentiating details needed for accurate AI-based product recognition, and for accurate purchase verification and shrinkage prevention.

Tracxpoint's proprietary technologies and designs are protected by patents.

WITH 100% BASKET VISIBILITY COVERAGE, DAIVI® CAN RECOGNIZE PRODUCTS & PACKAGING AT ANY ANGLE, ANYWHERE IN THE BASKET.

PRODUCT CAN FACE ANY DIRECTION

8-CAMERAS

	SELF SERVICE CART (SSC)	DAIVI® by TRACXPOINT
Cart Type	Barcode Cart with AI verification of placed products	Full AI recognition & AI Verification, with Barcode scanner for weighted products.
Cameras & Layout	**2 Cameras** Camera located on the same basked edge: Single view of the basket and products. *(Which is not optimal for AI recognition)*	**8 Cameras** Camera coverage on the entire cart perimeter. Multiple view angles of the products and the basket. Optimal for AI-only solution.
Product Placement Verification	Limited & Inaccurate Depends on the customers' cooperation placing the product facing directly towards the cameras (like a barcode reader).	AI recognition-based solution: visual recognition of the product while it is placed in the basket.
Purchase Verification	Limited and very easy to manipulate. Encourages misuse and fraudulent behavior. Uncontrolled removal process – easy to fool the system.	Strict – Using all 6-8 cameras, from all views. Suspected events are sent to an Admin Dashboard for human verification. Deterrence of misuse. Product removal is strictly controlled to prevent removal of an item from the purchase list while keeping the product in the basket.
Identification of Misuse	Limited – Very easy to fool the cart. Customers can handle the cart with almost no monitoring of their actions. The AI verification is dependent on customer cooperation. No alert when the product is not placed according to on-screen instructions.	Strict – Customers actions are constantly monitored using all cameras and views. Suspected events are communicated to both the customer & to the Admin Dashboard.
Fraudulent Behavior Deterrence	None. The cart is a paradise for "shrinkers" and theft.	Yes. The customers actions are captured and monitored. The appearance of the 8 cameras on the perimeter produces a deterrence effect. Suspected events are sent to Admin Dashboard. "Shrinkers" can be blocked from using the system.
Bag Support	Small Bags only.	Any Bag.
Indoor Navigation	Inconclusive.	Yes. Accurate to within One(1) meter.
User Interface	Small Screen / Low Resolution. Difficult to read the small, pixelated text.	Large 12" HD Screen. Simple, elegant UI and operating flow.

TRACXPOINT

	SELF SERVICE CART (SSC)	DAIVI® by TRACXPOINT
User Experience	Complex Journey Flow. Multiple stations along the journey.	Simple Journey Flow. Take the cart and start using normally.
Personal Advertisements & Coupons	**A list of coupons only.** Difficult to view and read on small pixelated screen.	**Location-based Ads & Coupons with Shopper Personalization.** Smart coupons and Advertisements appear on screen using **WAY®** in-store location and Shoppers' personal preferences and/or buying history.
Operating & Support Requirements	Multiple Store Associates. The "Clip-on" cart concept, requires constant on-location employee support to prevent systems damage and misuse while installing and removing. Frequent charging needed for small batteries.	Few/No Store Associates. Cart is a one-part system. Users/shoppers cannot misuse. DAiVi® can operate all day on a single charge. Auto-charging while cart is docked in CHECXiN® Kiosks does not require any human interaction – Charge status can be remotely monitored.
Checkout	Complex – Remove the clip-on terminal → Transfer data to the payment region → Pack groceries in bags → Return the cart.	Simple – On-board Payment → Remove pre-bagged groceries → Return the cart.
Anomaly Detection	None. The cart doesn't identify suspicious events.	Instant. AI-based proprietary simultaneous recognition of events.
Outdoor Support	No. System(s) must be removed from the cart before customer may exit store with the cart.	Yes. Take cart to vehicle as normally done. DAiVi® is suitable for any type of weather.

Considerations

DEVELOPED EXCLUSIVELY BY

TRACXPOINT

DAIVI®
AI-DRIVEN SHOPPING COMPANION

CHECXIN®
SECURED SHOPPING CART MANAGEMENT

WAY®
INDOOR POSITIONING & NAVIGATION

✓ Tracxpoint is an Out-of-the-Box, ready to deploy solution for grocers of all sizes.

✓ With low overhead costs and a variety of intelligent products to choose from, budget is not a barrier.

✓ When it comes to **Scale, Productivity, Usability** and the offering of a **Complete Ecosystem of Perpetual Revenue-Generating products & services**, Tracxpoint is the <u>Gold Standard</u> for smart grocery retailers.

- Low Installation Cost
- Unlimited Scalability
- Visual Recognition & Anti-Theft
- Real-Time Push-Updates
- Un-Restricted Product Additions

- +8% More Spend with Cart
- Revenue-Generating Platform
- Out-of-the-Box Data & Security
- Multiple Solutions for Various Applications: Daivi®, CHECXiN®, WAY®

TRACXPOINT

ARTIFICIAL INTELLIGENCE RETAIL SOLUTIONS

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