

How Technology Has Changed!



Generation Alpha !

The future is coming faster than we can imagine and so is the disruption to how our customers will want to engage

70% of Kids today in elementary school will have jobs that don't exist today so what does that say about how we need to transform ?

The last best experience that anyone has anywhere becomes the minimum expectation for the experience they want everywhere

...and 5G will support the innovations in Retail that will ensure you are able to deliver that experience



Why 5G Now — Wired Broadband Gets Challenged



Why 5G Now — Current Applications Get Better

02:17:58
KAM03

KAM04

KAM07

KAM08

Flexible video experience

Coverage Layer

HD visual recognition

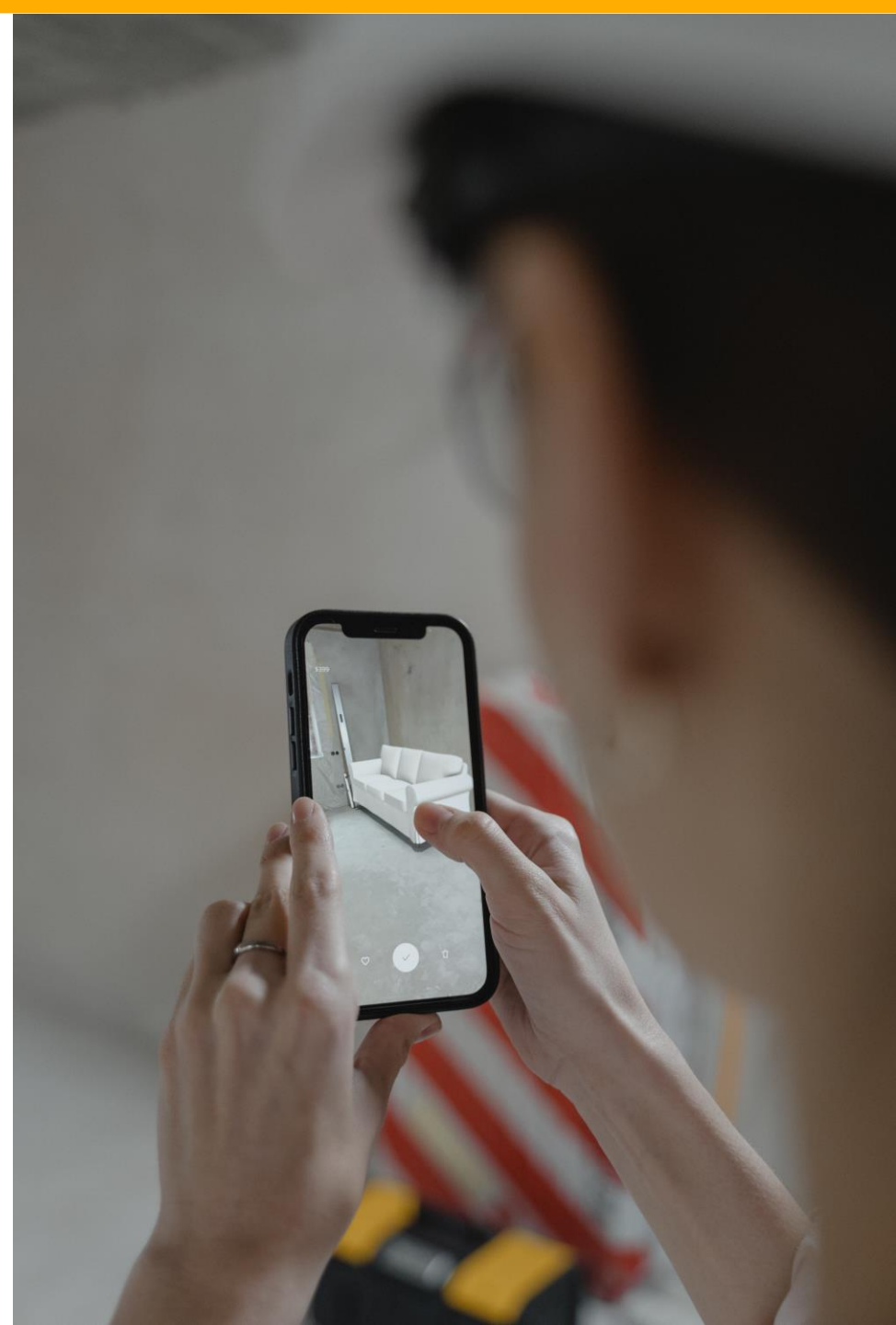
Coverage / Capacity Layer

Machine recognition & triggers

Capacity / High-Capacity Layer

Here are just a few of the areas of transformation 5G technology is digitally transforming retail and enabling new consumer experiences

Augmented reality – being used to provide virtual fitting rooms, enhanced in store navigation, virtual room experiences implemented by companies like Ikea and Sephora – these require the ability to be mobile and need high speed that 5G can deliver !



Artificial intelligence in Retail

Allowing for management of inventories and consumer spending but also as in the case of some retailers allowing the recognition of when an item is removed from a shelf and placed into a cart

All powered by sensors, cameras and software like “Just walk Out” – and 5G can help power your own deployment of these technologies



Autonomous Delivery – 5G powered

The future of how Retailers can touch customers virtually or in –person is being powered by Cradlepoint solutions that enable the connection of millions of devices , sensors and beacons .

5G provides the bandwidth needed to create this future
“A future without wires”



Proximity-based marketing

Facial and body recognition,

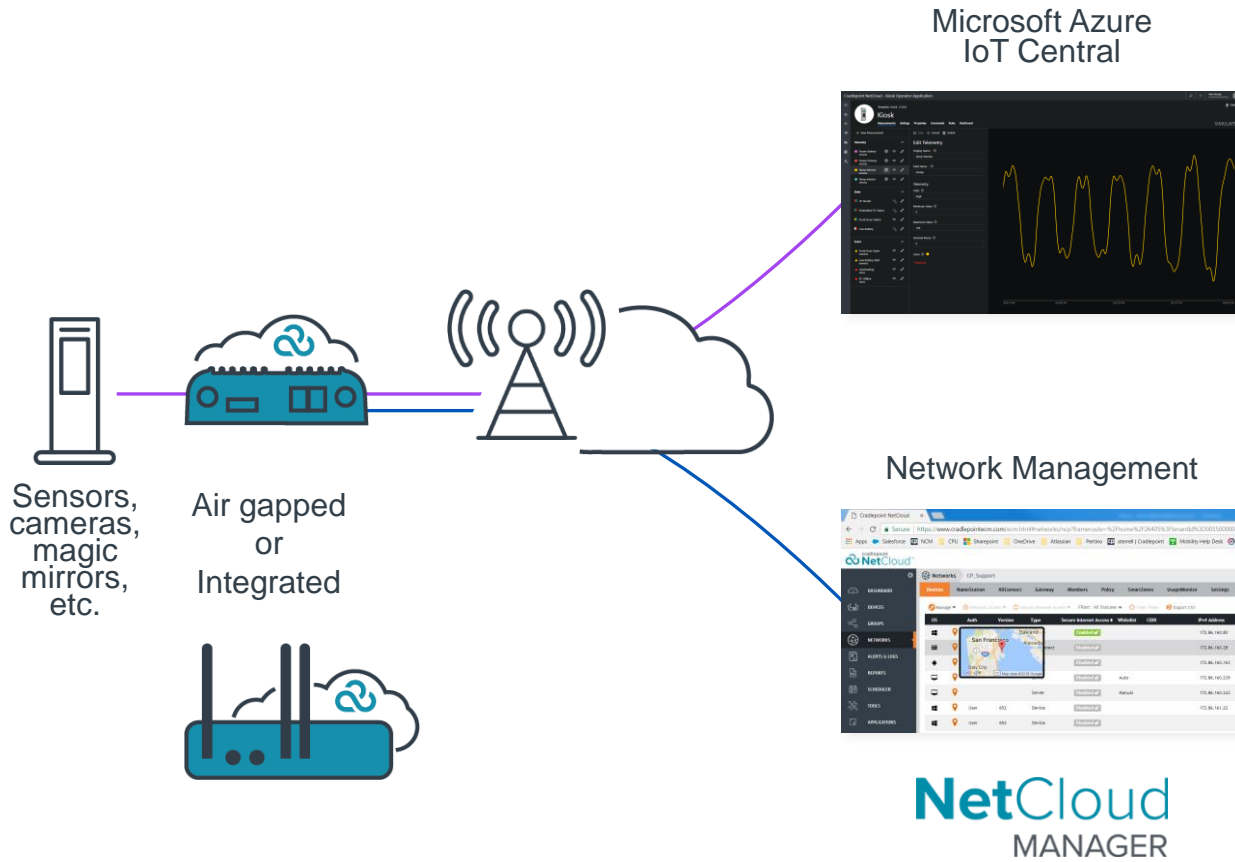
In-store positioning helping users navigate ,
targeting consumer phones and actively marketing
promotions based on their history (on-line) and their
proximity in store or in the mall or walking down
Main street

5G and LTE beaconing can create opportunities that
just walked by in the past

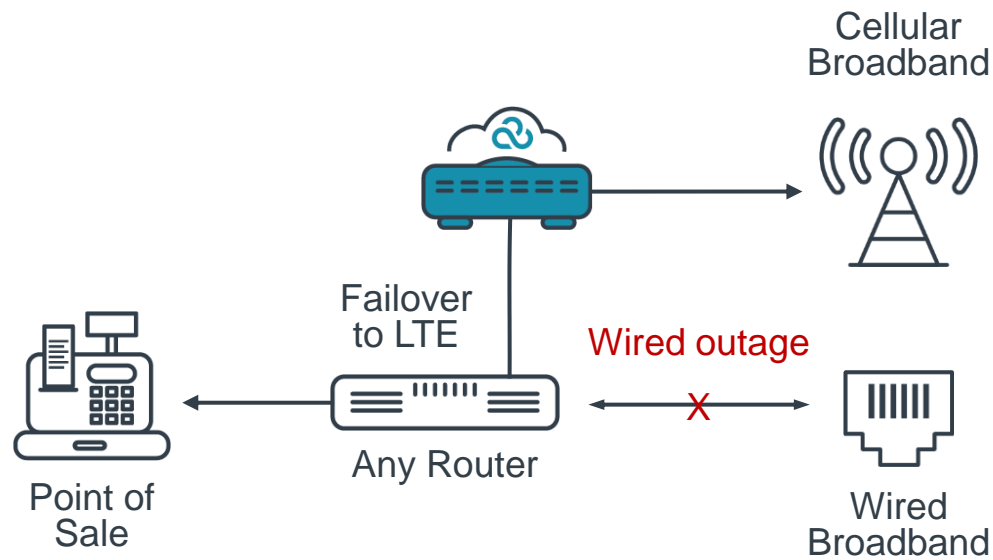


In-Store IoT Applications- think Data !

Ideal for any “thing” (think experience applications) that can connect to a gateway



But What Happens When Your Network Goes Down?



Problem

Network outages

Cause

Wired connection damage or service provider outage.

Solution

Cradlepoint Branch Continuity solution

Benefit

Peace of mind and revenue preservation

Cradlepoint helps Retail to Transform the Customer Experience



Please visit booth 212 to see our solutions in action and get your phone sanitized by Glissner – Powered by Cradlepoint

