Optimize In Store Customer Experience through Behavioral Data

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CEOCFO Magazine

> "Our combined solution will give retailers the ability to optimize in store customer experience through empirical behavioral data."- Chris Turner

CEOCFO: *Mr. Turner, would you tell us about iViu Technologies?*
Mr. Turner: iViu's has a platform that detects and collects anonymous data through patented Wi-Fi sensors called iDTags and 3rd party Wi-Fi access points. That data is then transferred to a secure repository, hashed and encrypted. The platform then gathers and processes the data in our repository, producing precise Wi-Fi device positions, as well as aggregates and summarizes the data. The processed data is then distributed to our partners in either a real-time or interval data feed.

CEOCFO: *How can you just pick up peoples data?*
Mr. Turner: Smart phones continually transmit signals to detect and connect to available networks. Our sensors listen to the signals sent by those phones, as well as the signal strengths. By listening to the signals from multiple locations in the store, we apply our advanced algorithms to determine where the pinging device is located.

CEOCFO: *How do you do the collection?*
Mr. Turner: As mentioned, our advanced algorithms use signal strength and other parameters to accurately detect the presence and location of all active Wi-Fi devices. Additional filtering algorithms are used for cleaning out static and staff devices and to correct any deviations and errors in the observations.

CEOCFO: *In what type of environments are you doing this?*
Mr. Turner: With our platform it does not matter whether you are a freestanding store, a store in the mall, the actual mall, an airport, an outside venue or even a theme park. The sensors are listening to the signals no matter where they are. The more sensors you have in a venue, the greater the accuracy of positioning delivered. Lets take a mall for example, say we had sensors in all the strategic entrances and within the common space of the mall, we could tell you how many people are in the mall, how often they come back to the mall, and the average dwell time of the consumers. We can also tell you where they went first, how long they stayed and how many are new versus repeat visitors. We are providing the same traffic analysis that online stores benefit from.

CEOCFO: *What is the competitive landscape and why choose an iViu product?*
Mr. Turner: Our platform is a "behind the scenes" approach; we rely on our partners to market to the end customers. As far as I know, we are the only ones in the industry with this strategy. There are other companies that provide end-to-end solutions but the majority use our platform. We have multiple partnerships, including one of the largest solution providers of retail analytics technology in the world. We are installed in one of the largest malls in the world, and in some of the largest big-box retailers and in airports, as well as several multi-store retailers. iViu's platform is really not a product that a consumer or a retailer would know because we come under the brand of our partners. The reason our partners have

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chosen to represent us as part of their companies is because our data forms the basis for dozens of metrics and retail KPIs that reflect actual and real-time customer behavior. This enables retailers to be in better control of how their stores perform at any given time.

CEOCFO: *How did you know when iViu started that people would be receptive?*
Mr. Turner: We have evolved into the company we are today because of the need within the retail industry. We actually started with the concept of providing a service to the museum business. We thought that we would put sensors next to artifacts and be able to give consumers that went to the museum detailed information about the artifact history and similar art pieces, how the artifact was built and who the artist is. We could give information on both in digital and through video, text or pictures. At that time we had both the sensors plus a mobile app. Shortly thereafter we started moving into retail and in 2013 we built several applications for large retailers, however it was very difficult to change the shopping behavior of a consumer to include an app. At that point, we pivoted and decided we needed to collect that same information anonymously and provide data for the retailers so they can interact with their customers more effectively.

CEOCFO: *As technology has changed, what has changed for iViu? Are there more data points you are able to get today?*
Mr. Turner: We are continuing to enhance our technology to provide better data and more data. The more data you have the more concise you become at locating someone. The carriers and cell phone providers are concerned about privacy, so they have made it difficult to collect information. Our system is built from the ground up and has been specifically built with privacy in mind, giving us the ability to look at data transmitted no matter what form it is in. We can interpret the data and categorize it to a specific user very quickly while keeping the privacy of the user. Therefore, the perspective of our technology and our intellectual property are the things that make iViu unique.

CEOCFO: *Would you tell us about your partnership with Digital Mortar?*
Mr. Turner: iViu's specialized sensors collect positional data of shoppers while Digital Mortar analytics provide a business-focused set of reports to drive store layout, merchandising, and staff optimization. The partnership is a complete platform for optimizing the impact of marketing on physical stores and personalizing the in-store customer experience. Our goal has always been to bridge the gap between online and offline retail and this partnership with Digital Mortar is a big step towards it. Our combined solution will give retailers the ability to optimize in store customer experience through empirical behavioral data**.**

CEOCFO: *How do you reach out to the industry to let them know what you can do, or are people generally aware?*
Mr. Turner: Our technology is a platform. So we are always bundled up with other partners, Digital Mortar being one of them.

CEOCFO: *How do potential partners find out about you and know that you can help them?*
Mr. Turner: Interested partners can contact us via our website www.iviutech.com/partners. Our partners do a very good job for their specific customer niches but we always welcome the exposure to different market segments and types of environments. Knowing where someone is at any one point could be used for many purposes. One segment that we have not been in is the medical industry; understanding where sources like x-ray machines, ultrasound machines or doctors and nurses could be very useful. The technology could also be used for security. Building out an area for security is an area that is up and coming and more and more a concern of everyone.

Its more about awareness of our ability to collect this type of data, this is what needs to be exposed to retailers and everyone out there.

CEOCFO: *Are you seeking investment or funding as you continue to grow iViu?*
Mr. Turner: The Company is privately funded and is not actively looking for funding today. However, we are actively seeking new partners to expose our technology and grow the business organically. If there is an opportunity to expose the technology to more customers whether through an investment, a joint venture, partnership or even an acquisition, those are all possibilities we would entertain.