

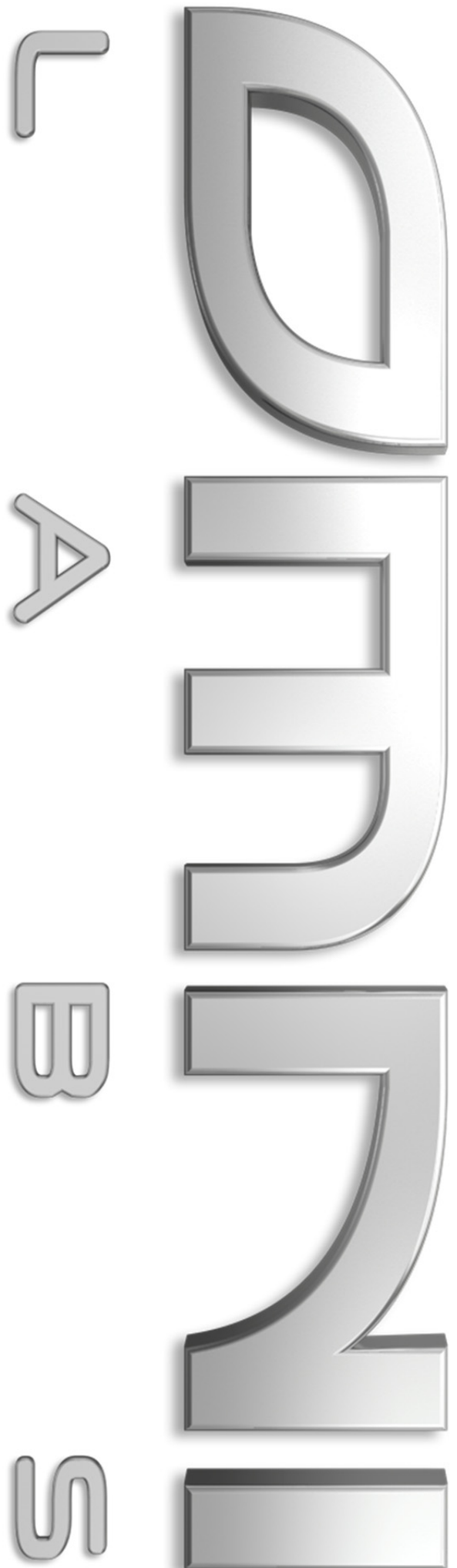
Welcome to Omni Labs, a research and innovation center specialized in integrating and developing solutions for retail.

Drawing on nearly twenty years of experience in retail, and working with diverse technologies, such as facial recognition, eye-tracking, robotics and 3D printing, we're certain that one of our solutions can be tailored to your needs.

VIRTUAL HOLOGRAPHIC STORES

The logical evolution of the 'virtual store' is using cutting edge technology to give the customer a more memorable and immersive experience. We developed software to be used with a 3D display/tracking unit that allows clients to interact with 3D representations of products. Goods are manipulated with a stylus as if they were floating *above* the computer monitor. This solution enables customers to see products as if they are actually in front of her/him, creating a sense of emotional engagement and realism simply unattainable in stores today.

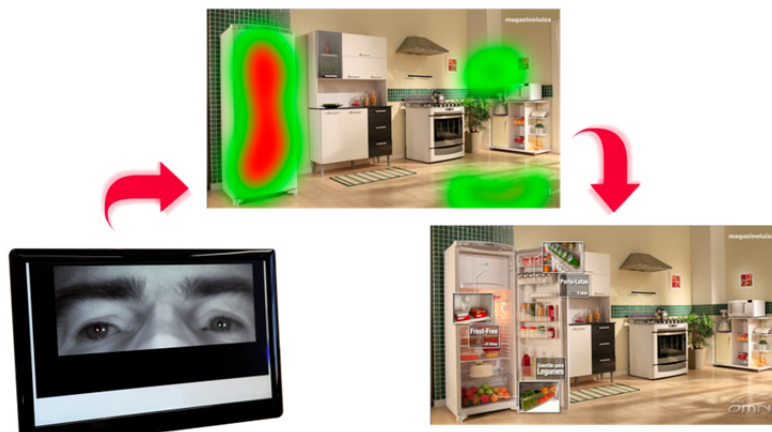
You can implement our 'virtual holographic' displays in your brick-and-mortar stores to attract customers, deepen their emotional engagement with your products and increase brand exposure.



INTERACTIVE DISPLAYS (EYETRACKING)

One way to bring customers into stores is to create interaction with normally static displays, surprising people. Omni Labs employs eye- and gesture-tracking technology to do just that. One example is an interactive display of a kitchen which highlights and shows extra information by tracking the customers' eyes.

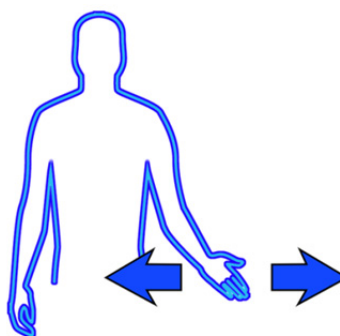
Through eye-tracking our software detects which parts of the image are more attractive to customers, compiling this information into reports about what parts of the kitchen are generating more interest.



INTERACTIVE DISPLAYS (GESTURE CONTROL)

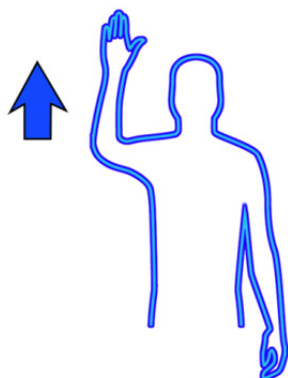
In another interactive display option, the customer “opens” a refrigerator by mimicking opening the door with his hands and visualizes product features using gestures. Also with gestures, the customer can change products, and rotate items.

The content/usage data is collected, and can be accessed and updated remotely (with an internet connection).



These displays can be custom developed according to specific product needs, or a particular situation.

The screen layout can be horizontal or vertical, monitor screen size can range from 15” to 50”, and Full HD image quality is available.



VIRTUAL SALES ASSISTANT

Through our facial recognition solutions, we identify and track clients' actions as they interact with product on display. As this happens it's simple for us to alert your sales staff that a client is on the store floor, what they are doing and how they are interacting with the product being examined.

We are currently researching integration of A.I. and machine learning into the virtual sales assistant, so as clients interact more and more with your product on display, they receive recommendations on purchases.

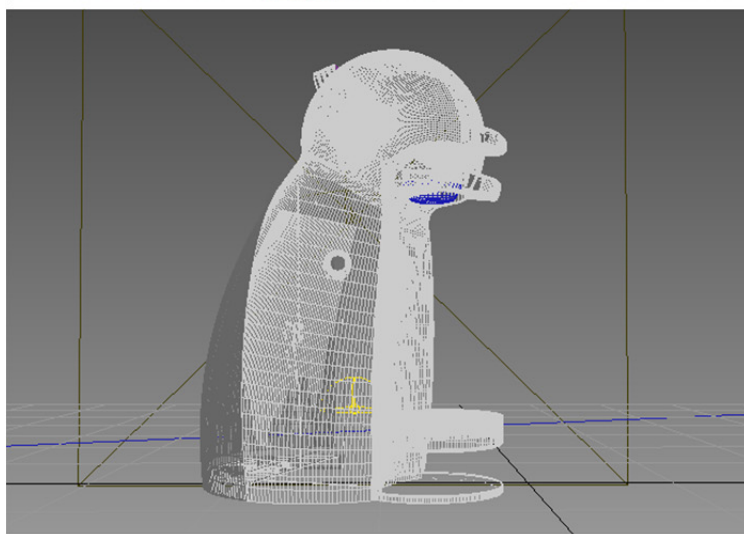
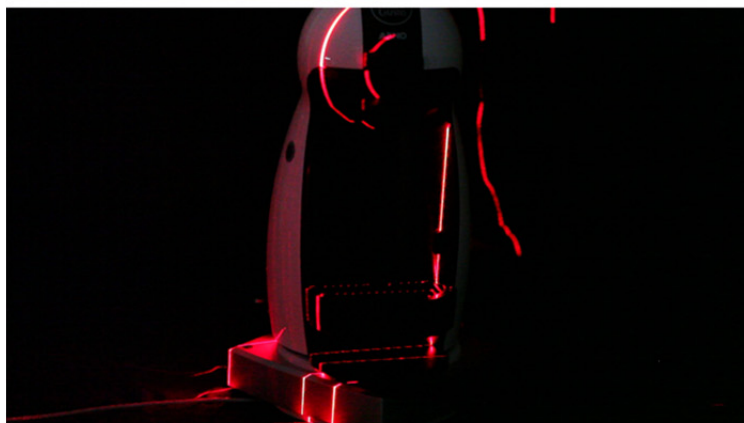
Other facial recognition technology we currently deploy can determine the sex and age group of a customer and display information directed to this demographic, maximizing your sales potential.

3D PRODUCT SCANNING FOR RETAIL

To support our virtual sales technology and speed up content creation and allow more artistic freedom, Omni Labs pioneered 3D Laser Scanning for retail.

Products are scanned into a computer, surface information and coloring are added, and the resulting data is optimized for use in TV, Print, On-line and Off-line media. Data generated can be used in different applications, such as interactive displays, virtual and holographic stores. As an example, see the images of the coffee machine and the location of coffee capsules.

On the right, from top to bottom, we show texture capture, laser scanning, the resulting wireframe mesh generated in the computer, and a computer generated image for use in a TV commercial.



GENOMNICS*

Today, with the surge in services that sequence DNA, people are able to receive a file containing their genotype. The client uploads this information to Genomnics via a secure link, where it is cross-referenced with public and private research data. The client can choose certain products that will be optimized to his genotype. An example of such products dietary supplements, vitamins and so on.

*provisional patent



MOBILE CONVERGENCE

With the increase in smartphone penetration and widespread use of iOS and Android technology, Omni Labs has created a solution to increase cross-channel integration and increase your sales, even when a customer is in a competitor's store.

After downloading a customized application, branded for your retail chain and offered for free to the mobile user, customers can view information and demonstration videos about products by reading a bar-code or QR code printed on the product.

Even if he is in a competitor's store, reading codes from the competitor's products, we can display content from **your** retail chain, along with availability information and special offers. Through this application we can redirect QR codes from your competitors' web pages to content on your website, giving you the power to capture sales that might be lost to competitors. Our solution also collects data on customers' product interest, even when they are not in your store, generating competitive information you can use to your strategic advantage.

