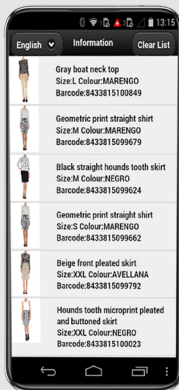




AdvanServe™

Portable product
recommendation system





Video

Benefits:

- Increases sales at retail stores
- Increases conversion rate
- Increases cross-selling
- Improves the customer shopping experience
- Generates information about user interests
- The content and user interface can be updated remotely

Applications:

- Retail stores
- Libraries

Product overview

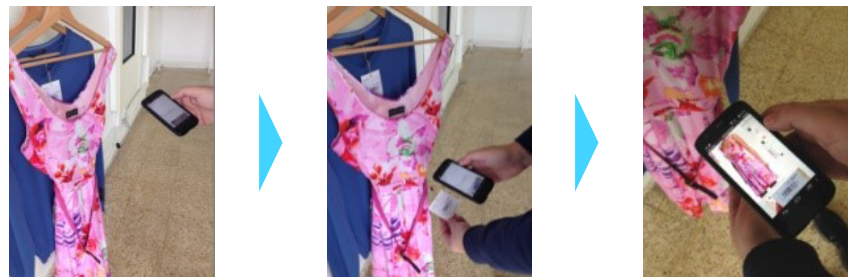
AdvanServe is a portable **product recommendation** and **cross-selling system** for retail stores, based on a smart phone or tablet.

The shop assistant uses AdvanServe to show customers images of the products, detailed information about these products and product recommendations.

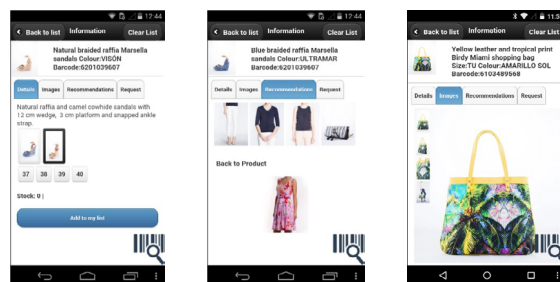
How does it work

The **process** is as follows:

1. The customer picks an item or a group of items that he/she finds interesting
2. The shop assistant approaches the customer and asks if he/she can help
3. The shop assistant uses AdvanServe together with the camera of the smartphone/tablet or a pocket RFID reader to scan the items



4. The shop assistant shows the customer images of the products, detailed information about these products and product recommendations
5. The shop assistant can also see the available stock of a product and inform the customer.



With AdvanServe, the shop assistant can also **request** another store employee to bring a specific item. In this way, the shop assistant can continue assisting the customer.

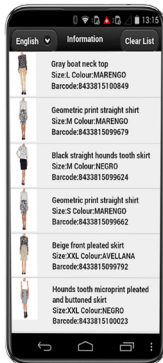


Connection to AdvanCloud

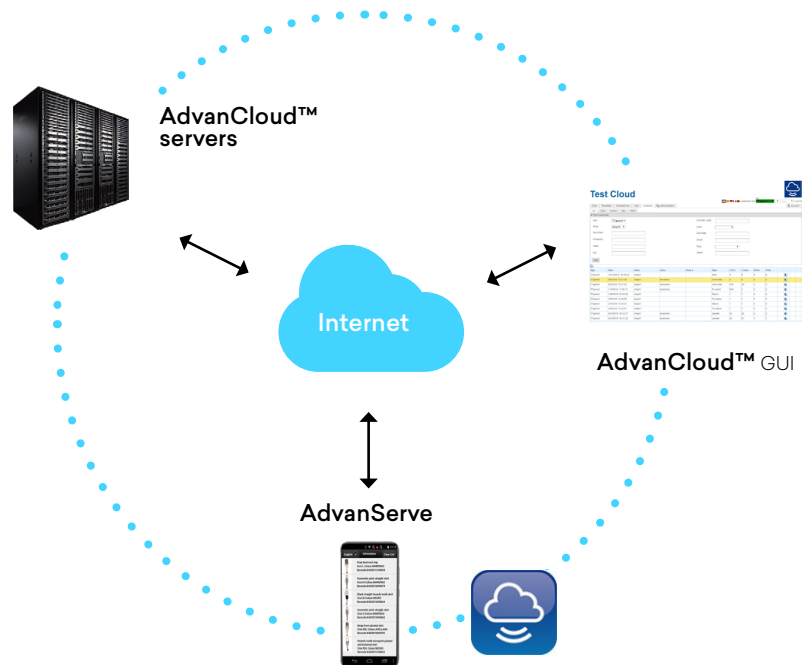
The content and user interface of AdvanServe can be updated remotely very easily, by means of the **AdvanCloud cloud-based software**.

All the events are registered and stored in AdvanCloud. This information can then be analyzed for **business intelligence** purposes:

- Number of AdvanServe sessions
- Scanned products
- Recommended products
- Requested products
- ...

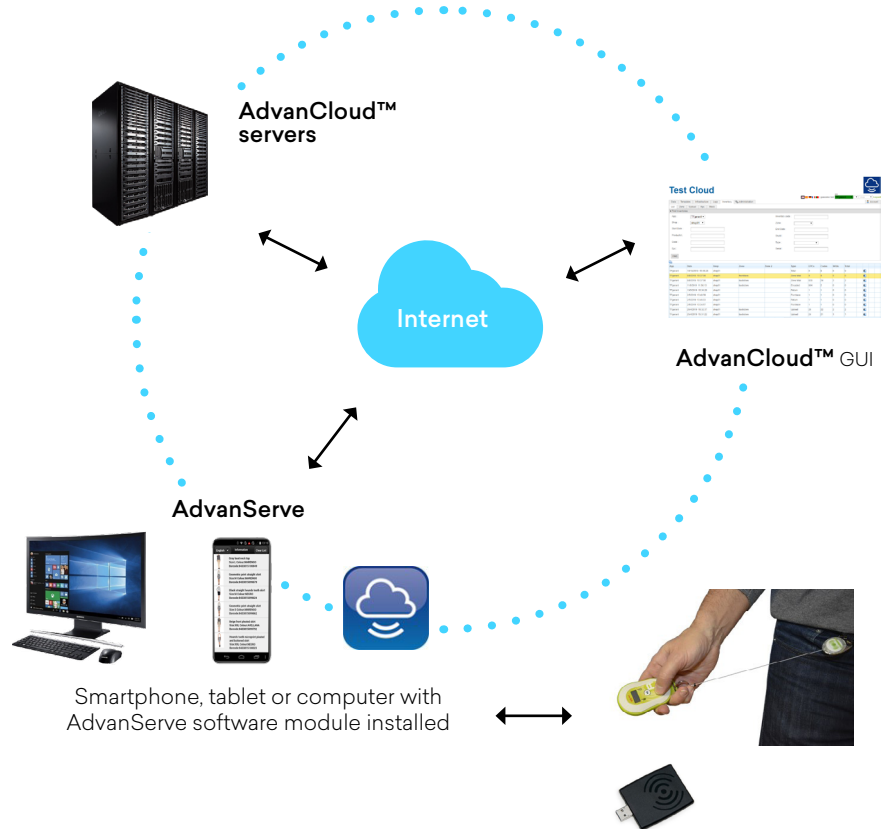
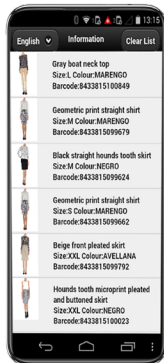


Configuration 1: scanning the barcodes with a camera



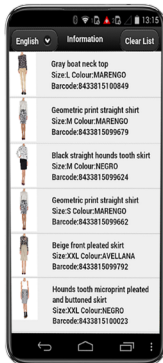
Smartphone or tablet with camera and AdvanServe software module installed

Configuration 2: scanning the RFID tags with a pocket or USB RFID reader



The shop assistant can transfer the customer session from the smartphone/tablet to AdvanFitting (smart fitting room system) or AdvanLook (smart recommendation system), in order to show the images on a larger screen. The shop assistant can also transfer it back to AdvanServe.





Software specifications

Operating systems	Android, Windows 64*, Linux 64*, iOS* *under development
Compatible Android host devices	Android 4.4 or later
Other requirements	Camera integrated in the device

RFID “pocket” reader

Frequency Range	865.600-867.600 MHz (ETSI EN 302 208 v. 1.4.1) 902-928 MHz (FCC part 15.247)
RF Power	Programmable in 18 levels from 5 dBm to 22 dBm
Antenna	Integrated linear (horizontal)
Standard compliance	ISO 18000-6C/EPC C1G2
Read Range	Up to 90cm (typical)
Connectivity	USB Interface: USB 2.0 Full Speed (12 Mbit/s) device port Bluetooth Interface: Class 2 with output power 4dBm Virtual COM port parameters: <ul style="list-style-type: none"> • Baudrate: up to 230.400kbps • Databits: 8 • Stopbits: 1 HID profile
Length of USB cable	1.5 m
Size	99 mm (3.9 in) x 54 mm (2.1 in) x 20 mm (0.8 in)
Temperature	-10 °C to +55 °C
Weight	57 g (2 oz)



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