

An aerial view of a supermarket's produce department. The section is filled with long, low displays of various fruits and vegetables, including apples, oranges, grapes, and leafy greens. Several customers are seen shopping, and staff members are visible near the displays. The floor is made of light-colored tiles, and the lighting is bright. The text "FUTURE-PROOFING THE BRICK AND MORTAR RETAILERS" is overlaid in white, bold, sans-serif font across the center of the image.

FUTURE-PROOFING THE BRICK AND MORTAR RETAILERS

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A photograph of an Amazon Go store at night. The store's glass facade is illuminated from within, showing shelves stocked with canned goods like tomatoes. The Amazon Go logo is prominently displayed above the entrance. The street outside is lit with warm lights, and several cars are visible in traffic. A sign in the foreground indicates a beta participant entry.

amazon go

WE NOW LIVE IN A WORLD FUELLED BY AUTOMATION
AND A DESIRE FOR FRICTIONLESS EXPERIENCES

BETA
Participant
Entry

NO CHECK
OUT LINE

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A SHIFT FROM WAITING IN LINE TO AS LITTLE TIME IN STORE

Hand-held
scanners

1990's



Mobile app
scanners

2000's



Self check-out

2012



Grab and GO

Today

#shifthappens

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THE WAY PEOPLE EXPECT TO SHOP HAS CHANGED FOR GOOD

BUT WITH CHANGES
COME CHALLENGES

Data Driven

Automation

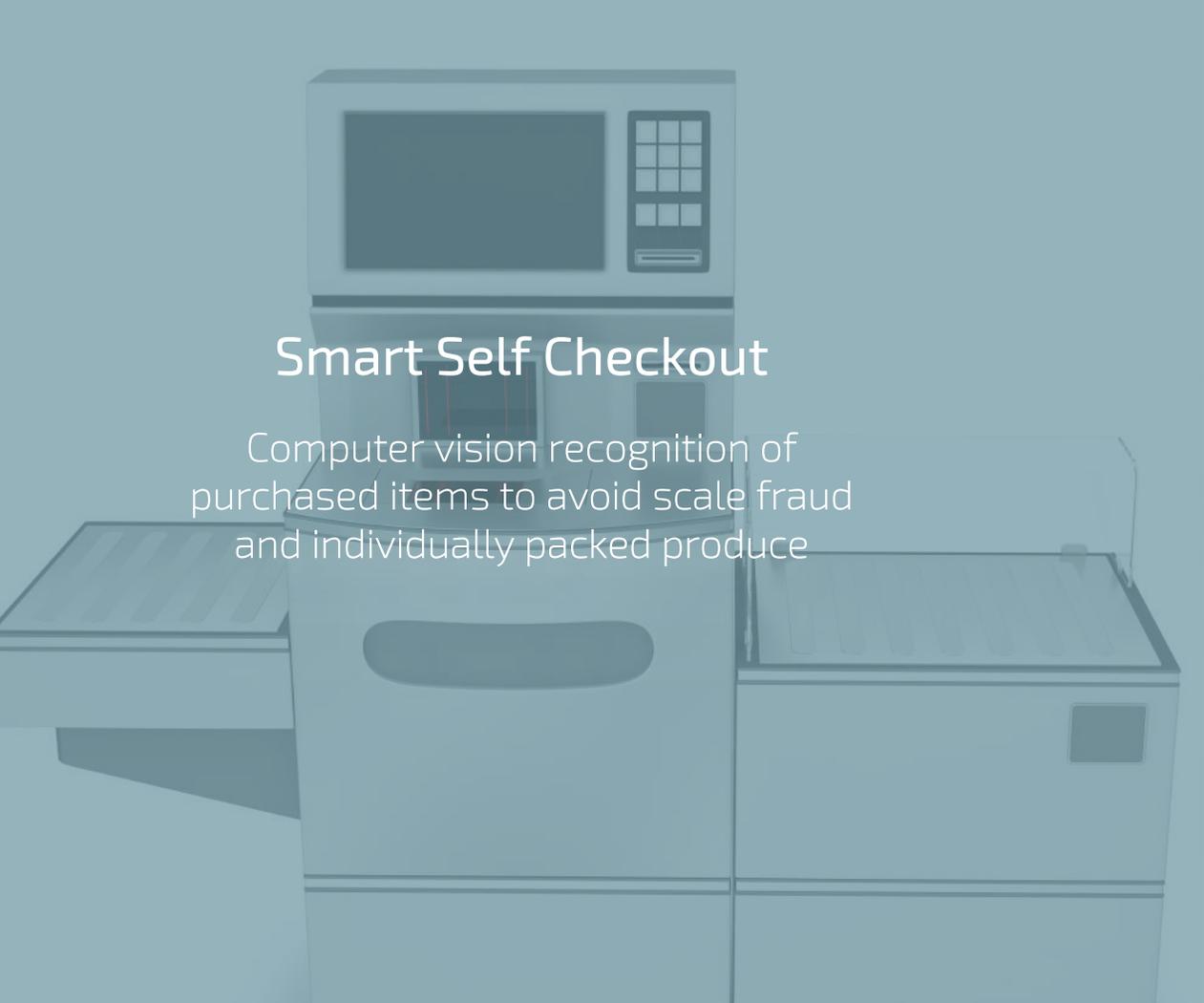
Computer Vision

AI powered

Edgify

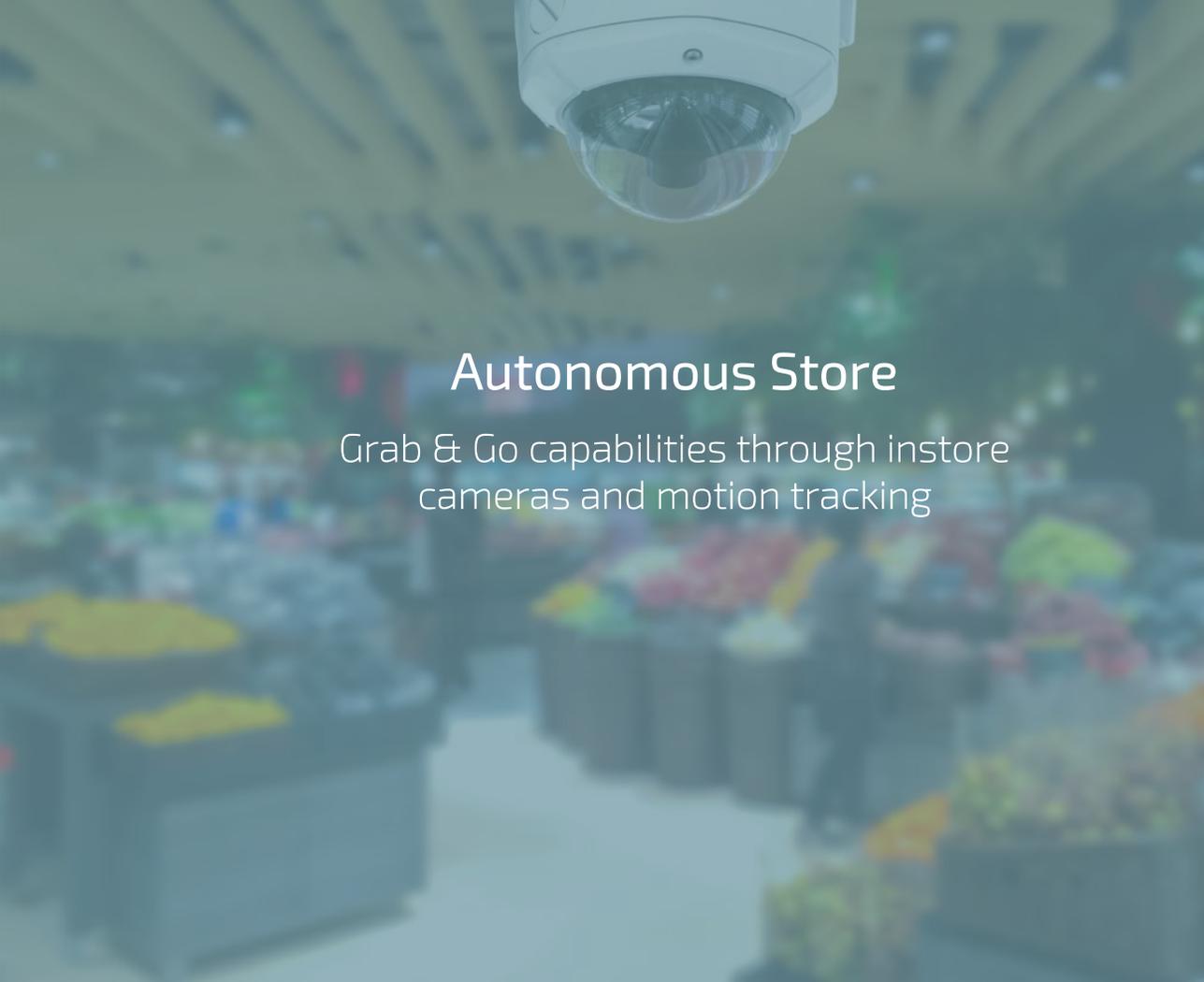
SHIFTING TO A FRICTIONLESS RETAIL EXPERIENCE

AI and Computer Vision can Unlock the Potential of Real Innovation in Retail

A stylized illustration of a smart self-checkout station. It features a large monitor at the top, a keypad to the right, and a conveyor belt at the bottom. The entire illustration is overlaid with a semi-transparent blue filter.

Smart Self Checkout

Computer vision recognition of purchased items to avoid scale fraud and individually packed produce

A photograph of a store interior, likely a grocery store, with various produce displays. A white dome-shaped camera is mounted on the ceiling, pointing down at the store. The image is overlaid with a semi-transparent blue filter.

Autonomous Store

Grab & Go capabilities through instore cameras and motion tracking

THE CHALLENGES OF INTRODUCING AI AND COMPUTER VISION

Infrastructure

Requires stores to invest in server rooms or to pay for substantial cloud storage and computing process

Costs

Whether built in house or using a third party company, AI models cost a lot of money to build as they require collecting massive amounts of data and training on cloud



Accuracy

Once the system is payed for and deployed, problems begin. Mainly because:

No two fruits/vegetables are the same

Seasonality effect

Stores vary in lighting

New types of produce are introduced

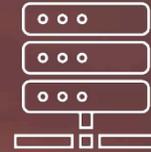
Different regions produces different looking products



#itsapickle

Today,

for an AI model to be built for automation of processes,
you need to:



*Pay a third party or hire algorithmic
engineers yourself, in order to train on the
data you have and build AI models*

*Collect massive amounts of data from
your store, and transfer them all to the
cloud/servers.*

*Deploy these models to the stores, and
hope that the accuracy is high enough.*

**Repeat this entire process, every time you
add a fruit or a vegetable to your inventory!**

THAT'S WHY WE BUILT EDGIFY

BUILDING AI DIRECTLY ON THE EDGE DEVICES

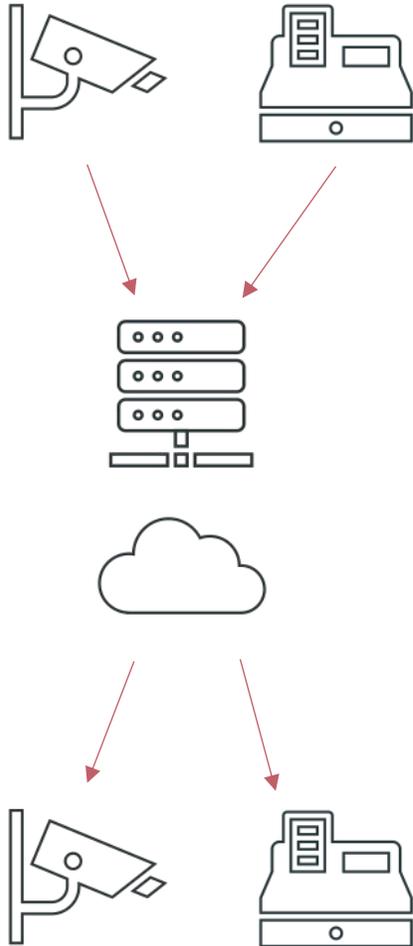


No data has to go to the cloud, the model continues to self-improve, ongoingly, without any new infrastructure or complex third party involvement.

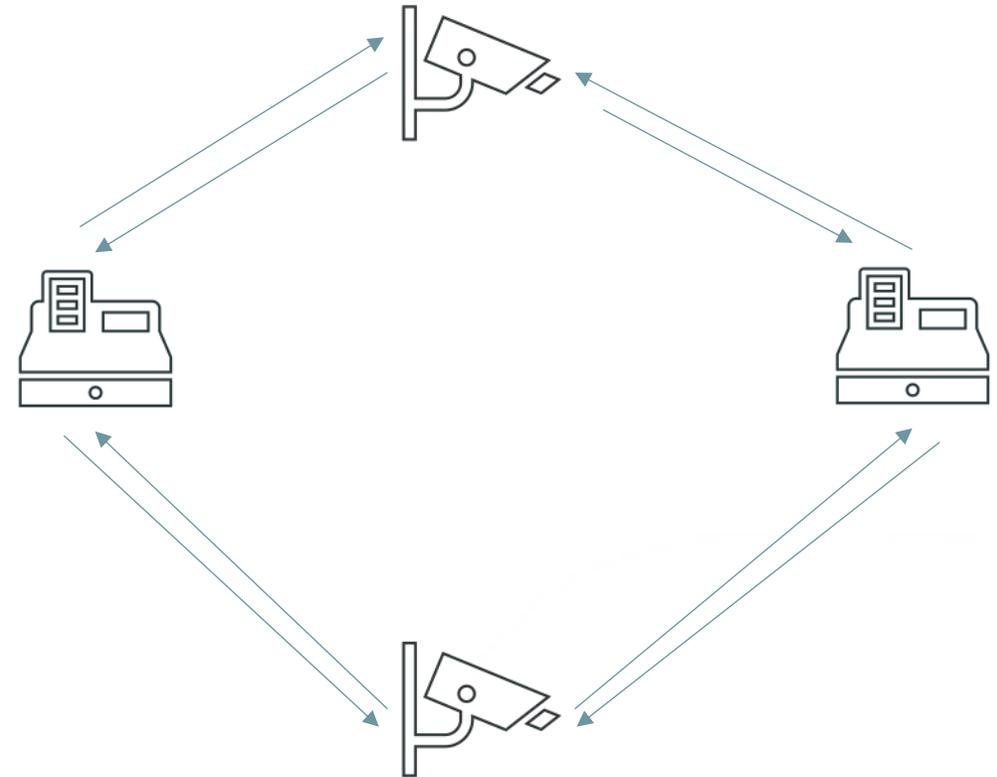
#noclouds

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IT'S A NEW WAY OF THINKING ABOUT AI



Vs.



Edgify

THIS CHANGES EVERYTHING

From this

To this

INFRASTRUCTURE

From investing in server rooms and cloud computing costs



To no infrastructure costs and using the devices you already have in the store

DATA UPLOAD

Data transfers are too slow, forcing you to use only a limited amount of data



Use all the data you generate in store, as you never have to move it off the device

PRIVACY

When moving data around, you must consider data privacy issues



Not transferring any data means no privacy concerns, ever

EXPERTISE

Third party companies, continuous updates



The machines can train themselves, ongoingly

ENVIRONMENTAL

Carbon footprint of server farms is detrimental to the environment



No emission when training on your own SCOs and Cameras

COSTS

Millions of dollars in AI and infrastructure



Taking your costs down by 80% when training on your own edge devices

ACCURACY

65% market average



99% when using the Edgify Platform

#happybusiness

Edgify

WE ARE HERE FOR

Frictionless, computer vision based SCO and Autonomous stores

No Infrastructure costs

Automatic deployment from store to store

Complete computer vision and AI at 20% of the cost

New items added on to the computer vision system in seconds
with no expertise needed

With over 90% accuracy in detection

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“Edgify ticks all the boxes when it comes to dealing with the real pain points of transitioning to computer vision based solutions, its literally, tick tick tick “

- Kalyna Stiles, Director of SCO

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“Edgify is reducing up to 80% of costs for our clients when it comes to implementing AI processes, our joint venture with them is a no-brainer!”

- Larry Susman, VP international sales



THE END

#startyourtransformation

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