

opening
today:
the store
of the
future

Nedap STORE !D
designed for you

the store
of the
future

opening
today

the store of the future, built on 35 years of retail experience

store technology designed for you

Nedap Retail supplies innovative sustainable solutions for managing and securing retail stores. Nedap solutions are built upon decades of RF and RFID technology expertise and are supported by many patents. With our flexible network of certified partners and subsidiaries, we serve retailers across the globe. Leading brands around the world choose Nedap RF and RFID solutions. Our systems are built to last. They are future-proof (RFID-ready), cost-efficient and eco-friendly.

RFID is not just an up and coming trend. Several retailers have already implemented it. This brochure is about STORE ID: an RFID solution that will help you improve your store performance. No need for large investments. STORE ID is fashionable, simple and cost-efficient. Let our success stories inspire you. Try our plug and play starter kit.



say yes to your
customers at all times

this store works for me

charlotte janssen (25), consumer

“This is a store where I always find what I’m looking for. The staff know exactly what’s in stock, and not just here, but at other locations too. When I see something I like, I want them to have my size. At this store, they’re great at replenishing stock. As long as the collection’s available, I know I can find my size on the shelf. And when someone hangs a garment on the wrong rack, the staff know about it right away and quickly find it. I really like coming here. I never leave disappointed. That’s what I call service!”



predict tomorrow's
demand today





always enough stock on hand

catherine calais (49)
store manager small retail store

“With Nedap STORE ID, I know exactly what we have on the shelf. Customers like to immediately find their size and try it on or buy the item. They don’t want to spend much time on searching. We use the ID Hand to make sure all items in all sizes are available in-store. I no longer have surplus stock or shortages. The right stock at the right location, it’s great when things run so smoothly! These are the ideal conditions for getting the most out of sales. And the funny thing is, staff really likes using and playing with the ID Hand.”

STORE ID designed for you:

- ID Hand

no more false alarms. no more embarrassed customers.

john f. hamer (42), security manager

“The great thing about this system is that you know exactly which item is being shoplifted. That’s a totally new kind of preventive profit protection. No more false alarms at checkout. No alarms set off by products from other stores whose labels are still active. We are so glad to be rid of the embarrassment of having to ask yet another return customer to empty her bag. Bringing back stolen goods with a fake receipt is a thing of the past too. Customer-friendliness and loss prevention simply go hand in hand.”



STORE ID designed for you:

- ID Top
- ID Gate

faster check-out and more time for service

peter jung (38)

store manager for a large retail chain

“You used to see people get so fed up with waiting in the checkout line that they’d put merchandise back and leave. Not anymore. Our new system has done away with manual scanning. Now it’s automatic and several items are rung up at the same time. The clothes have security labels which are automatically deactivated at checkout. Our cashiers are super-fast now. You can see that customers appreciate that. We have more time to provide service and it shows in our turnover figures too. As an extra service, we’ve installed a self-checkout counter. This is possible because our security labels no longer require manual removal. A real success!”

STORE !D designed for you:

- !D POS
- !D Labels and tags





take a look in tomorrow's mirror... today

use social media effectively. let your customers have fun.

sophie medson (33), marketing manager

“We like to make sure that our store is an enjoyable place to shop. We collect customer data to get an idea of intended purchases, preferences, and actual purchases. We use several Tweet Mirrors in our store with RFID recognition for this. Customers like to take pictures of themselves in the clothes they’re trying on and send them to friends via e-mail or Twitter. The Tweet Mirror also shows them matching items, which is a great cross-selling tool. It’s a unique type of interaction with our clientele. The Tweet Mirror adds a whole new dimension to shopping! The data we gather helps us cater to our customers’ expectations. It allows us to fine-tune our collection.”

STORE ID designed for you:

- ID Tweet Mirror



A pink rectangular sign with a white border is hanging from a circular fastener. The sign features the text "Come in We're" in a white script font, with "Come in" underlined. Below this, the word "OPEN" is written in a large, bold, white sans-serif font. The background is a blurred indoor setting with a white wall and a dark object on the right.

Come in We're

OPEN

now open:
the store
of the future

STORE !D product range

STORE ID identifies the items in your store. Do you need article surveillance, mobile stocktaking, fast inventory and much more? You can also use STORE ID while making the transition from traditional barcode technology to RFID. STORE ID is scalable. Start with one store, and equip all your other stores when you're ready.



!D Top

Do you have an EAS-based antenna? Don't worry. Use ID TOP as your invisible RFID antenna.

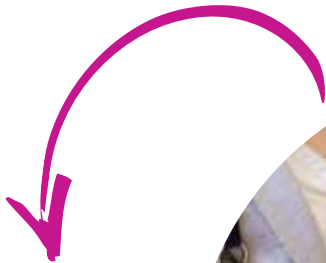
!D Gate

Do you need an RFID-based EAS security system? !D GATE delivers excellent performance. Available in a range of colors and with optional ad space.



!D Hand

This must-have item is the new generation handheld. Just sweep RFID-labeled products and all information is transmitted to your iPod.



!D POS

Install a POS reader at checkout, and it will simultaneously identify and deactivate RFID-labeled products.



!D Labels

ID Labels are very easy to use. Just stick them on the article or price tag, and they do the rest.



!D starter kit

- maximum on-shelf availability of never out of stock items (NOS)
- fast inventory

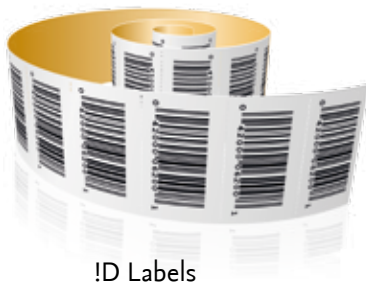
1

what is it?



!D Hand

iPod
Touch



!D Labels

2

how does it work?

This plug and play starter kit enables you to quickly respond to your customers' needs. Make sure the items they want are always available in the right size.



3

what does it do?



Step 1:
Enter the NOS items
into your iPod.

Step 2:
Tag your
collection with
!D Labels.



Step 3:
Sweep your NOS
items with the !D
Hand to see your
stock in real time.



get it now!

4

Contact us for more information.
Or order the starter kit online at
www.iwantstoreid.com

STORE !D:
the next
generation of
in-store RFID

STORE !D in practice

Large French retailer uses RFID-based EAS solution: !D Top

A large French sports retailer has opted for the ID Top anti-theft solution to protect its merchandise. ID Top's wide range means it can monitor a 12-meter wide entrance. The system uses a database to check whether an item has been paid for. The retailer chose Nedap because of the supplier's extensive experience with both EAS and RFID. Nedap delivers scalable solutions and provides worldwide installation and support.

Store !D for all in-store RFID solutions

A specialty fashion retailer in Germany selling high-value items wanted to test the use of RFID for stocktaking and anti-theft purposes. The company opted for the ID Hand rather than an industrial device because of its superior ease of use and design. Naturally, Nedap also supplied the POS reader and the STORE ID security system, providing the retailer with the ease of 'one-stop-shopping' for all RFID in-store hardware.

!D Hand for stocktaking and ensuring on-shelf availability

A medium-sized fashion retailer in Italy needed a solution to increase efficiency and improve inventory monitoring to prevent out of stocks. But the company did not want to completely overhaul its existing IT systems and processes. The STORE ID solution provided by Nedap Retail fulfilled these demands. Nedap supplied ID Hand for both in-store and in-DC use. At the DC, ID Hand is used to program tags and verify shipments. In the store, the reader is used to check shipments received and to take inventory of on-shelf items.





STORE !D

PARALLELWEG 2D ◦ 7141 DC GROENLO ◦ THE NETHERLANDS

T +31 (0) 544 47 15 55 ◦ F +31 (0) 544 46 58 14

E INFO-RS@NEDAP.COM ◦ WWW.NEDAPRETAIL.COM

nedap
RETAIL