

Portable Shopping System

The next generation self scanning based on 200 installations in Sweden.

Datema Mobility has in the past 5 years carried out more than 200 installations in Sweden and PSS (Shop Express), largely to our major customers ICA and Coop. The whole concept/system has become a great success especially in the Nordic region and has been in recent days gathered momentum even elsewhere in Europe. Currently, Datema Mobility has the largest combined expertise in the field in terms of software, integration, hardware, service and support.

During the past 12 months, we have developed the next generation of software and with this a new generation of hardware has been introduced to the market. Some of the most important keystones in the development of the next generation of software have been the stand-alone systems that can easily be integrated with optional POS (POS), based on the latest technology, including new level of functionality. It is also reliable and easy to maintain, it functions as hardware independent, and more.

Datema Mobility can offer the new dimension of the PSS to end customers as well as retail dealers. This opening offers great flexibility in the scalability to large installations as well as small installations. An exciting scenario is the extension of the system to specialized stores and to our neighboring countries in the Nordic region and in the rest of Europe.



Examples of new functions:

- Promotions and advertising of customer loyalty status context and personal profiles
- New marketing opportunities, direct interaction with customers
- Integration with the dealer sites, shopping lists and personal profiles
- Increased ability to offer services from self scanning
- Increased ability to analyze customer behavior
- Combination prices
- New graphic layout
- Info about environmental/health details on goods
- Partial re-scanning

Customer benefits

- Right price and total
- Time-saving, 10-15 min/shopping tour
- Scan and shop at the same time
- Pack away goods while shopping
- The goods are handled only once
- User friendly – suits all ages “young as old”

Dealer benefits

- Increased loyalty (customers visit the store once more per week)
- Increased revenue (7-14% higher revenues)
- The only solution for both small and bulk shoppers (the average content of the shopping cart will increase by 60%)
- Reduced costs
- More satisfied customers (60% of the customers claim that they are more satisfied with their dealers when the PSS-customers are treated as VIP customers)
- Rapid ROI (Normally 12 months)



Administration features

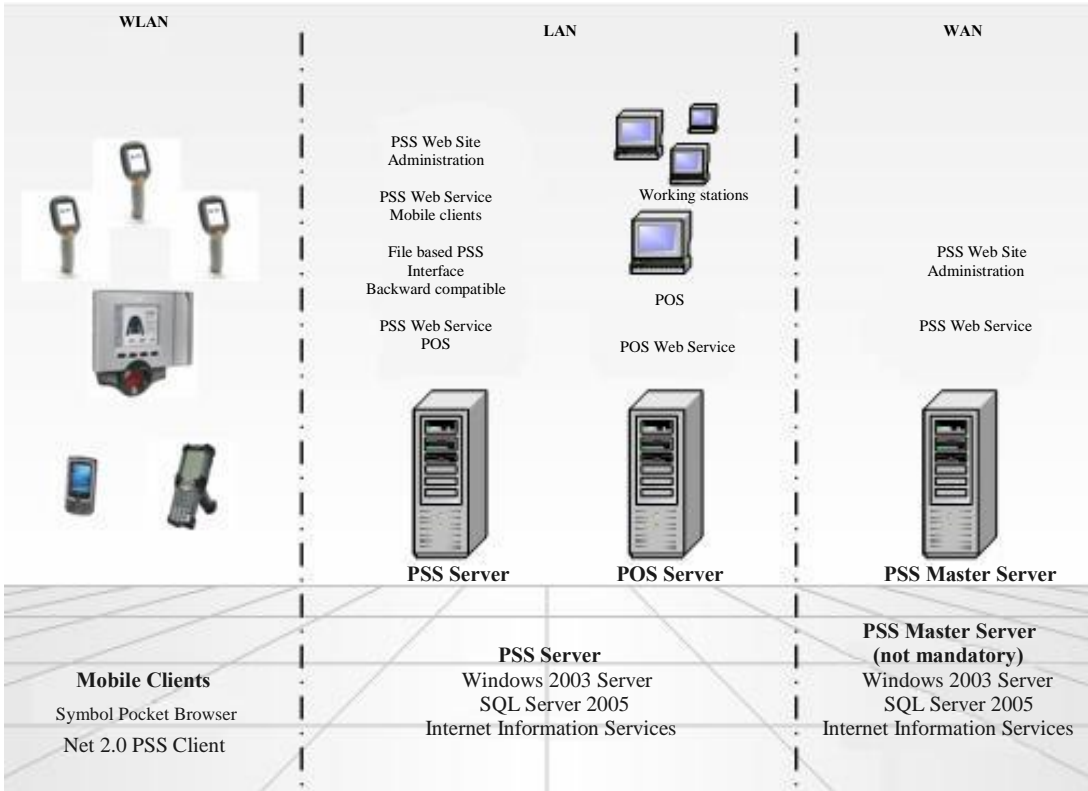
- Expanded statistics functionalities
- Expanded supervision possibilities
- Expanded customer and register care
- Operation and service of various clients

PSS Generation 2

We work on the supposition of our satisfied customers, which today consists of both young and old shoppers and together with the traders and demand holders we have created a system that includes all existing operation which currently exists at ICA and COOP.



System Overview



Significant key stone

- Cash desk independence – safe for the future and easy to integrate
- Scalability for the small convenient store up to the largest hypermarkets
- Flexibility for customer adjustments
- Backward compatible with existing system
- Modern architecture